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Medical

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

Economics

DECEMBER, 1935 • CIRCULATION: 125,000 •

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with
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Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

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SPEAKING FRANKLY

★ *In Selassie's Service*

To the Editor:

Dr. Maxwell's article ("My Fourteen Years in Ethiopia," October MEDICAL ECONOMICS) is a very interesting one and, I think, an essentially true picture of medical conditions in Ethiopia.

His story adds force to the appeal that is now being launched by the American Committee on the Ethiopian Crisis and American Aid for Ethiopia, for funds to supply qualified medical and surgical personnel, ambulances, and hospital units to aid the Ethiopians and the Italians who may fall within their lines in the present serious struggle.

Medical conditions in the warring Ethiopian army almost beggar description. Dr. T. A. Lambie, one of Dr. Maxwell's former associates in Ethiopia, is working heroically to organize the Ethiopian Red Cross, of which he is the secretary-general. Lack of supplies and trained personnel is an almost insuperable handicap to the Red Cross efforts in Ethiopia, however; and Great Britain, France, Scandinavia, and other countries are coming to the humanitarian aid of Ethiopia in this respect.

American Aid for Ethiopia has literally hundreds of applications from qualified doctors and nurses desirous of doing medical and sanitary work in Ethiopia. Dr. William Jay Schieffelin is chairman of American Aid for Ethiopia, and Major General John F. O'Ryan is treasurer. If American response is sufficient, it is planned in the very near future to send the first unit of personnel, together with motor vehicles, x-ray machines, and other equipment, to Ethiopia.

Emory Ross, Executive Secretary
American Committee on the
Ethiopian Crisis, New York City

★ *More Tolerant*

To the Editor:

I wish to express admiration and gratitude to the "builders" of MEDICAL

ECONOMICS, if such an expression would be welcomed from a mere office assistant.

Most all my spare moments are spent in reading MEDICAL ECONOMICS, and I have received invaluable information and helpful ideas from such articles as Florence Coe Reid's "The Doctor's Secretary Speaking" (June, 1934) and Irene Erickson Young's "They Call Me a Receptionist" (October, 1934)—back numbers not being too old for digestion. I am sure your readers would appreciate similar articles by these and other authors.

When one's desire is to be the perfect office assistant, she finds such suggestions for keeping in harmony with patients and the doctor very helpful. Though Miss Reid's article reflects splendid intelligence almost throughout, I am tempted to disagree with her regarding the inability of youth to meet and understand patients.

I believe anyone, regardless of age, can successfully apply herself in the art of poise, courtesy, and the understanding which leads to sympathy without familiarity toward patients. Young people, with due respect to age and experience, are very susceptible to new ideas, and consequently more tolerant regarding others' opinions.

Office Assistant
Seattle, Washington

★ *"Egregious Stupidity"*

To the Editor:

Comments that have appeared in the pages of MEDICAL ECONOMICS during recent months, regarding our queer medical licensure regulations, deserve the earnest attention and thought of the profession.

What may justify the present situation is not easy to discover. Standards of medical education and requirements regarding the preliminary qualifications for entrance into a medical college are uniformly high throughout the country. The

TAXOL is composed of extract of intestinal glands, biliary extract, and agar-agar. Dosage may be varied from one to six tablets daily. It is advisable that treatment begin with two tablets daily, taken before retiring, not increased unless absolutely necessary, and gradually decreased as is found possible.



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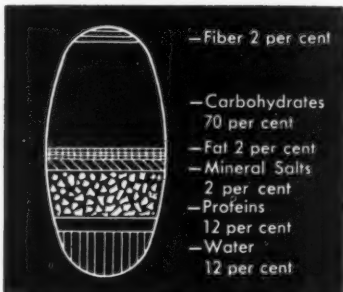
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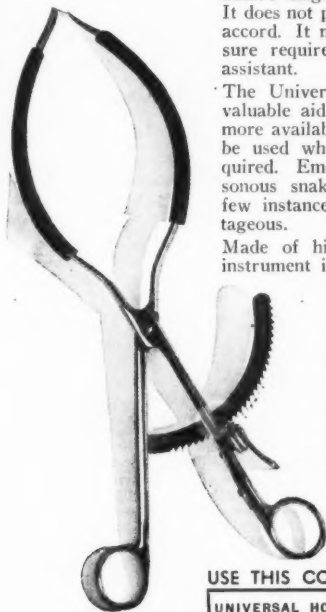
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didactic and the practical training of the earnest men and women dedicating themselves to the profession of medicine and the sacrifices they make entitle them to recognition and favorable consideration throughout the land. Theirs ought to be the opportunity to serve their fellow citizens wherever they may find an opening.

The older men, too, merit consideration. I refer to those who have been in practice a considerable number of years in one state and who then, for various unquestionably honorable reasons, find themselves forced, or choose, to move to another state. The fact of their long service in medicine and their good standing in their communities ought to place the stamp of approval on them. There ought to be no question about their right to practice their profession in any locality in the country.

Consider the mortification caused a medical man of advanced years who can not make as good a showing as some younger man, fresh from his cramming, in giving stereotyped answers to stereotyped examination questions. Even though he may have always enjoyed an enviable reputation, even though he has grown in wisdom through years of practice, and despite the fact that he is probably in full possession of his physical and mental powers, he runs the risk of being barred from his life's work through a mere accident of an examination. It is a gross injustice. It is an egregious piece of stupidity.

William L. Kantor, M.D.
New York City

★ Nurse Director Speaks

To the Editor:

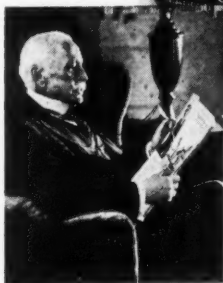
In your October issue you published a letter from a Dr. A. S. Albert of West Frankfort, Illinois, severely criticizing the practice of health department nurses.

We heartily agree with Dr. Albert in his condemnation of the particular method which he describes as used by a nurse to control the spread of typhoid fever and diphtheria. That method, however, is contrary to usual practice and to the standards of procedure set up by recognized public health nursing departments and recommended by the National Organization for Public Health Nursing.

In justification of the hundreds of nurses, therefore, who are carrying out effective and constructive communicable-disease-control programs under the guidance of state and local health departments in cooperation with medical societies, we must protest the implication that all health department nurses engage in unethical practices.

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a health department, she must, in general, pass a civil service examination and meet stringent professional and personal requirements. Once she is appointed, she is placed on salary and her work is subject to the rulings and supervision of the health department.

This procedure does not apply to the many nurses who, during the past eighteen months, have been appointed to health departments by order of the state emergency relief administrations. Many of those nurses would not, in ordinary times, have been eligible for appointment because they were lacking in public health nursing experience and in other qualifications. Their employment has unfortunately meant lowering of standards of service in some instances, despite all efforts, to safeguard quality of service through careful supervision.

The activities of health department nurses are dependent on the program of the department of health. If, for instance, "a slight increase in typhoid fever or diphtheria" occurs, the state commissioner of health or the local health officer, with the consent of the local medical society, may wish to initiate an educational campaign to warn the public against the outbreak and to inform it of methods of control. He may place upon the nurse the responsibility of making contact with the press, of issuing warnings, and of addressing school children, parent-teacher associations, and women's clubs. This the nurse will do; and, if she does her job well, the people will heed her warnings, will consult their family doctor about the need for being inoculated, and will discuss with him the possibility of securing free inoculations if they cannot afford to pay his fee. It has been a common experience to find that the employment of a well-prepared public health nurse increases the private practice of medicine.

Mary M. Roberts, R.N.,

Director, Nursing Information Bureau,
American Nurses' Ass'n.

★ Pamphlets for the Pregnant

To the Editor:

Just to keep the record straight (see page 89, October MEDICAL ECONOMICS) *Infant Care*, Publication No. 8 of the United States Department of Labor, Children's Bureau, was revised not only in 1929 but also in 1931.

A sister pamphlet, known as Publication No. 4, on *Prenatal Care*, might equally well have come in for your commendation. Every pregnancy case under my care is given copies of each.

Thomas G. Hall, M.D.
San Francisco



Featherweight Dressings

WITH DUO LIQUID ADHESIVE



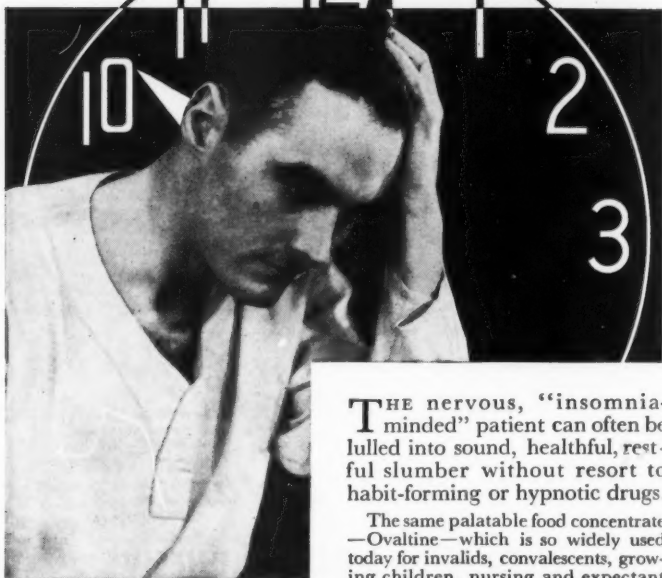
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Research: Self-Supporting

UNIVERSITY research has taken wings. Once the necessary though expensive stepchild of indulgent trustees, it now bids fair to pay its own way. Already three or four of the best known universities have seen their research laboratories turn into self-supporting branches, either wholly or in part. And in at least one instance research has contributed heavily to a university's greatly depressed exchequer.

The trend is fortuitous, almost providential, rather than plotted. Vitamin D and insulin are among the well-springs of the profits. Their immediate fulfillment of widespread human needs, together with expert and business-like control of their production and distribution, has brought unexpected financial returns to Wisconsin and Toronto Universities.

Thousands of other discoveries made in university laboratories, it is needless to point out, have brought no profit whatever. It is partly chance, then, which may be credited with the partial emancipation of research. Yet it is noticeable that many universities have set up patent-controlling foundations since the success of the Wisconsin venture; and although there have been few outstanding successes, the trustees have organized for any eventuality.

The Wisconsin Alumni Research Foundation was unique when it began, and its success has

Tied traditionally to the apron-strings of benevolent patrons, medical research is now preparing its declaration of independence, bolstered by royalties from profitable laboratory discoveries • By William Alan Richardson

impelled many other universities to adopt it as their model. Its outstanding characteristics are these:

1. Control of patents and patent rights, royalties, and investment of funds rests exclusively with an alumni group which is dissociated completely from the administration of the university.

2. Royalties are regarded as capital, and are therefore invested, not spent. This is predicated on the knowledge that a patent lives only seventeen years when royalties are terminated.

3. All income from investments, after current operating expenses have been met, goes directly to research projects of the university. The foundation informs the university in advance how much money will be available, and the faculty research committee assigns it. The foundation assumes no control whatsoever over the nature or extent of the research projects benefiting from the fund.

4. The foundation manufactures nothing and sells nothing. It licenses manufacturers, and fixes a percentage royalty based on production, with an annual minimum guarantee. Its contracts with manufacturers also include a clause giving the foundation the right to revoke a license if the

manufacturer fails to observe the foundation's well-defined requirements guaranteeing quality, purity, advertising control, and price.

The Wisconsin Alumni Research Foundation began in 1925 with a capital of \$900 which was used to patent the process discovered by Professor Harry Steenbock for irradiating medicinal and food products with Vitamin D. The foundation's present assets approximate \$2,000,000, although this is no more than a conservative guess based on annual investment income statements and veiled hints from officials.

The annual income from royalties and patent rights is unknown, except to directors of the foundation.

The foundation's annual allotment for the years 1935-1937 is \$85,000, which will be distributed among 72 projects in the various colleges of the university. The projects are divided as follows:

31 in the College of Letters and Science	\$30,675
22 in the College of Agriculture	35,775
14 in the College of Medicine	15,550
5 in the College of Engineering	2,650

The single exception to the foundation's rule of making no grants from capital occurred in 1933 and 1934 when an emergency situation left the university far short of funds for general purposes. For that period it donated \$162,622 outright, which enabled 61 staff members to take 74 semester leaves of absence.

In the face of the foundation's accumulation of resources and the widespread interest which it has aroused, there has been criticism, naturally, of the fact that any one, even a university, should profit by a discovery whose main

purpose should be to better the life of man. Scientists and physicians alike argued that the Steenbock process, by its very nature,

Keystone



PROFESSOR HARRY STEENBOCK
Irradiation—benefactor
of research.

belongs to the public, and that to patent it is only to decrease its public usefulness.

The foundation's answer to that lies in the confusion which followed Dr. Samuel Babcock's invention of the milk tester. He refused to patent it and the world got it. "Babcock" testers were rushed upon an unsuspecting and uncritical world; many were frauds, because they were not made according to Dr. Babcock's specifications. The resulting chaos required years to clear up, and in the meantime the public had suffered greatly through lack of protection for a new device.

The foundation's success in commercializing Vitamin D is well known. Thirty-five million

people now have irradiated fluid milk available to them. Irradiated milk in evaporated and powdered form is almost unlimited in quantity. Flour, yeast, breakfast foods, and pharmaceuticals are other widely-advertised irradiated products on the market. In every case the foundation maintains rigid laboratory control, taking samples of the irradiated products when the manufacturers least suspect it, and testing according to the inventor's own standards.

It is estimated unofficially that more than \$200,000,000 worth of retail products, irradiated by the Steenbock process, were sold during the past year. The foundation's profit depends upon the individual royalty agreements made in each case.

In addition to the home office at Madison, Wisconsin, offices are also maintained in Chicago and New York. Abroad, the work is handled by Joseph Nathan and Company, Ltd., in London; and by the I. G. Farbenindustrie in Germany.

Throughout the whole period of the Steenbock discovery's expansion into the realm of big business, Dr. Steenbock himself has maintained his ordinary laboratory routine. It took months to persuade him to accept a small percentage of the royalties, because he considered it undignified. He is the only individual, except for the men employed by the foundation to sell and supervise licenses, who has received income from the invention. The directors are non-salaried.

The foundation has been assigned other patents by Wisconsin faculty members since the Steenbock process was developed. The Hart patent for the use of copper-iron preparations in the treatment and prevention of sec-

ondary anemias has also proved commercially successful. Still others, the foundation believes, will prove to be profitable after further development.

The Wisconsin Alumni Research Foundation is the most successful and one of the oldest of the university groups organized to protect and develop discoveries made in academic research laboratories. Other groups, similar in purpose although differing widely in method are described briefly below.

Columbia University. University Patents, Inc., was formed in 1924 with officers officially connected with Columbia University. It is owned entirely by the university. Income returns are devoted exclusively to the university's research program.

The corporation's main efforts have been directed toward licensing manufacturers under the Zucker patent for the extraction of Vitamin D from cod-liver oil. Thus far about \$7,000 annually has been derived from licensees. One of the chief advantages of the concentrate prepared under the Zucker patent is said to be the elimination of certain substances from cod-liver oil which have an adverse effect when the oil is taken in large quantities.

University of Toronto. This institution has no statutory patent policy, but it does deal with questions of patentable inventions on the basis of their respective merits. The university believes that only in exceptional cases is it desirable that inventions made in universities be patented. It also holds the opinion, apparently, that when inventions made in a university are patented, the profits, if any, should be applied toward further research.

Each staff member is free to

patent a discovery or not, as he chooses. As a matter of practice, of course, he discusses any such action beforehand with the university to determine whether it approves.

Patents on insulin, applied for by Drs. Frederick Banting and Charles Best, were issued to the governors of the University of Toronto as assignees. Neither of the discoverers nor Dr. J. B. Collip who was associated with them has received any money from the patenting of insulin. Receipts, above expenses, are used entirely for medical research, not only at Toronto but in other Canadian universities.

A sub-committee of the board of governors acts in an executive capacity in controlling the preparation and standardization of insulin through licenses and otherwise. The product is prepared and distributed by the Connaught Laboratories of the University.

Cornell University. The Cornell Research Foundation Inc. was organized three years ago as a stock corporation, all the stock being held by the university. The foundation has no connection with the research activities of the university. To date the income of the company has not been sufficient to meet operating expenses. It is expected that future profits, if any, will be paid as dividends on the university's stock and will be used for further research purposes.

Principal patents held at present are one for the manufacture of Beta Lactose and one for the processing of honey by which honey is crystallized and partially solidified. Patents are pending on three reinforced cereals known as Milkorno, Milkwheato, and Milk-oato.

License agreements have been entered into for the manufacture

of Beta Lactose, the honey, and the cereals, but no profits have developed yet.

Other institutions vary between the one extreme of assuming that every discovery made with university equipment and on university time is the property of the university (as at the Massachusetts Institute of Technology), and the other, of giving 75 percent of the proceeds to the inventor (as at the California Institute of Technology).

The University of Cincinnati has a unit, the Institute of Scientific Research, which administers research activities in many separate fields. It may serve as a medium whereby combinations of industries in any given field may cooperate to establish research laboratories under the university's direction. Sub-divisions are the Leather Research Laboratory, the Lithographic Laboratory, the Basic Science Research Laboratory, etc. Profits are ploughed directly back into research.

Two Down One to Go

Instead of the customary "bill rendered" on the second request for payment, I send a duplicate of the original bill, with the following notation: "A duplicate of last month's bill. Don't pay both but settlement of one will be appreciated." The response has been gratifying.—Mary B. La Freniere, secretary to Paul G. Haire, M.D., Malden, Massachusetts.

MEDICAL ECONOMICS pays \$3 for each practical idea submitted and published.

LOS ANGELES
PHYSICIANS
ORGANIZED
FOR ACTION
THROUGH AN
EMERGENCY
COUNCIL



Ewing Galloway

Plan for Disaster

DRAMATICALLY, in October MEDICAL ECONOMICS, Dr. Carleton Deederer of Miami recited the lesson medicine learned from the Labor Day hurricane in southern Florida. Two questions rode in on that storm:

How, after a major physical disaster, can the urgent need for coordinated services of physicians and their allies be efficiently met?

What can be done to make sure that medical rather than lay authorities will direct the emergency services rendered by physicians after a catastrophe?

The people who last month were shaken out of their beds by an earthquake in Helena, Montana needed the answers to these questions. So did thousands of others who have been victimized by recent disasters. Yet Los Angeles physicians believe their city already has the answers; has had them for two years—ever since city ordinance No. 73309 went into effect.

The fundamental purpose of the Los Angeles ordinance is to create a major disaster emergency council. This consists of the mayor, a representative of the chamber of commerce, a representative of the city chapter of the American Red Cross, and the personnel of fourteen emergency units that are sprung into concerted action by calamity. The

functions of these units are indicated by their names. In addition to medical health and sanitation, they are: rehabilitation, finance, rescue, shelter, necessities of life, coordination and intelligence, transportation, communication, personnel, law and order, fire, water and water supply, and street facilities.

The mayor, as chairman of the emergency council, directs relief work in case of disaster. He is assisted by an executive committee.

The medical health and sanitation division is organized to function in much the same way as the other units. Subject to the direction of the city health department, its responsibilities include hospitalization, vaccination, quarantine, food inspection, sanitation, medical personnel, and medical and surgical supplies. Its chairman is charged with the enlistment of medical men, nurses, and hospitals to assist and cooperate with the health department.

As yet the major disaster council has not had to face a crisis. But it is well prepared to do so, and therein lies its potential effectiveness.

Physicians cooperating in the city-wide plan urge medical groups in other localities to help initiate similar organizations.

A Key to Reciprocity

POSSIBLY Dr. William L. Rodman smiled. The situation was paradoxical enough. He had earned high repute as a surgeon and had occupied the chair of surgery at a leading medical school. Yet, there he was, seated with some of his own students, medical striplings, taking a state board examination—he had to in order to secure a license to practice in Pennsylvania whence he had come from Kentucky. Any amusement that Dr. Rodman derived from the situation soon yielded to serious resolve: Something must be done to make this sort of thing unnecessary.

Thus, some 25 years ago, began an idea that, in its fruition, takes so much weight out of the problem of reciprocity of licensure. Dr. Rodman lost no time. Action quickly followed resolution. He brought the necessary interests together and in 1915, while he was president of the A. M. A., the National Board of Medical Examiners of the United States was created for the purpose of establishing in this country "a qualifying examination of such high character that successful candidates could be safely admitted to the practice of medicine by all state boards of medical licensure."

Ironically, Dr. Rodman died before the first examination was given. But thousands of physicians who today hold the N. B. M. E. certificate honor his memory. Without having to pass any further written medical exam, they can be licensed to practice in any one of 43 states and four territories (Alaska, Porto Rico, Hawaii, and the Canal Zone). The only states to which an N. B. M. E. certificate is not an "open sesame" are Florida, Louisiana, Michigan,

Particularly interesting because of the current cry for unlimited reciprocity and uniform state licensure laws, is the work of the National Board of Medical Examiners. Two decades ago the Board came into being. Since then it has continued to gain momentum until today there are those who believe that eventually it may wipe out the reciprocity problem entirely.

The accompanying article describes the Board's functions and purpose. It inspires comment.

Perhaps the first thing that will occur to many readers is that the National Board doesn't help the physician whose schooldays are well past. Some may cite the Canadian system which permits men who have practiced for ten years to move about the provinces without taking an examination for a license to practice within new boundaries. It's true that the National Board doesn't go that far. Nevertheless, the Board believes that any capable physician who does a reasonable amount of intelligent reviewing beforehand stands a good chance of passing the N. B. M. E. examinations. Furthermore, two things should be realized:

Texas, and Wisconsin. Two federal services, the army and the U. S. Public Health Service, accept National Board diplomates without a written examination. Furthermore, their way is eased in securing licenses in England, Scotland, Ireland, Spain and most of the Spanish- and Portuguese-speaking countries of the world. Syria, Turkey, and South Africa have accorded them special recognition.

The five states that do not hon-

By J. T. DURYEA CORNWELL, Jr.

First, National Board diplomates are recognized in all but five states, while the man who passes a state board examination is limited to that state and others with which it reciprocates. Second, in addition to being the means of securing licenses to practice in other states, an N. B. M. E. certificate has value in a professional way. Hospital boards, medical organizations, and the world of medical education regard a National Board diploma as an emblem of the highest in medical training. By requiring it for nationwide reciprocity regardless of how long a man has practiced, the standard of medical education and licensure in this country is bound to reach a level higher than can be achieved under any non-examination procedure.

It has been said that the N. B. M. E. idea may some day mean unlimited reciprocity and uniform state licensure requirements. The validity of this prophecy becomes apparent when it is realized that in twenty years the number of state boards that recognize national board diplomates has increased from eight to 43; that the number of yearly candidates for its rating has

increased from a handful to thousands; and, most significant, that five standard medical schools (Duke, Yale, Albany, College of Medical Evangelists, and New York Homeopathic) require all their students to take and pass the National Board's examinations.

In spite of all this, a few states still charge the full reciprocity fee to National Board diplomates who, without taking state board examinations, apply for their first license to practice. This mars the relation between state and national boards, adds an unfair financial burden to youngsters starting out in practice, and, therefore, handicaps the progress of the National Board principle.

However, generally speaking, the relationship between national board and state boards is harmonious. The not-too-distant future may see the last state accepting National Board diplomates without further examination, and without charging them extra fees (except when already licensed). Furthermore, it is conceivable that some day every graduate of a class A school will have to be certified by the national body.

If that time comes, editorials on reciprocity will be superfluous.

or National Board credentials are for the most part prevented from doing so by their medical practice acts. However, amendments have changed the situation in many other states. They may soon do so in the recalcitrant few.

In order to understand why Dr. Rodman's concept has become so successful an actuality, it is necessary only to know how the National Board functions. To this

end let's watch a candidate go through the mill.

The hypothetical candidate in the following illustration is a student. But that is not meant to imply that practicing physicians cannot try for a National Board certificate. They can. Not a few do. With the exception of several obvious details, the requirements and procedure are similar in any case. Inquiries addressed to the National Board of Medical Examiners, 225 South Fif-

teenth Street, Philadelphia, receive a ready response.

His name, of course, is Jones. He is a student at a class A medical school. He must be. Otherwise he couldn't be a candidate for an N. B. M. E. certificate. One day during his second year at medical school his P. O. box yields descriptive literature sent to him by the Board. He studies it, recognizes an opportunity, and decides to take advantage of it. He checks the qualifications: a standard four year high-school course; two years of acceptable college work, including English, physics, chemistry, biology, and a foreign language; and no condition marks in any of the medical school subjects that are covered in the National Board's examination.

All set.

He applies for registration, not forgetting to forward \$5 (\$4 for registration; \$1 for a subscrip-

tion, and the work of the National Board.

The Board examination is given in three parts. Jones decides to face his part I examination in June and sends along his examination fee of \$20. He could take the test in February or September. But it happens that his curriculum at medical school makes June the best time for him. The examination takes place at his or some nearby school. A bulletin board notice informs him that National Board exam-time has come. He successfully negotiates a written examination on each of six fundamental medical sciences: anatomy, including histology and embryology; physiology; biochemistry; pathology; bacteriology, including immunology; pharmacology; and materia medica. This is only the first step.

Two more years go by.

Jones has continued at medical school. The *Diplomate* continues to come to him because the \$20 he paid to take part I of the Board exam includes a subscription. Four successful years at medical school and passing marks in part I admit him to part II of the National Board series. This time he is up against a written test in medicine, including neuro-psychiatry and therapeutics; surgery, including applied anatomy, surgical pathology, and surgical specialties; obstetrics and gynecology; pediatrics; public health, including hygiene and medical jurisprudence. He has to take all five divisions during a specified two-day examination period in February, June, or September.

Student Jones now becomes *Interne* Jones at a hospital approved by the A. M. A. council on medical education, licensure, and hospitals. At the end of his first *interne*-year, having passed parts I and II, he can tackle the third and final barrier between him and a National Board certificate.

This time the arrangements are somewhat different. He has to



WALTER L. BIERRING, M.D.

N.B.M.E. executive committeeman;
secretary, Federation of State
Medical Boards.

tion to the *Diplomate*.) The periodical will keep him informed about news of medical colleges, developments in medical educa-

*Published by the National Board for each of eight school months a year.

pay \$40: \$10 before he goes into the examination and \$30 when he passes it. Instead of taking his examination at some medical school as he did before, he takes it under the direction of a local subsidiary board of the N. B. M. E., organized for this special purpose. These subsidiaries hold examinations at frequent intervals in 22 centers: Baltimore, Boston, Chicago, Cleveland, Denver, Durham, N. C., Galveston, Iowa City, Los Angeles, Milwaukee, Minneapolis, Nashville, New Haven, New Orleans, New York, Omaha, Philadelphia, Portland, Ore., Rochester, N. Y., San Francisco, St. Louis, and Washington, D. C.

Jones' third test comprises a clinical and practical examination in medicine, including pediatrics and clinical laboratory work; clinical applications of the basic sciences (anatomy, pathology, pharmacology, physiology, and biochemistry); surgery, including operative surgery and interpretation of the more usual x-ray findings; clinical specialties (dermatology, eye, ear, nose, and throat); obstetrics and gynecology; public health, including communicable diseases and applied bacteriology.

Jones passes. Pretty soon he sports a gold key emblematic of the fact that he is a D. N. B. (Diplomate of the National Board). No Phi Beta Kappa ever fondled his key more proudly. Jones has a right to pride. His medical education measures up to the highest standards.

Before we watch Jones put his hard-earned National Board rating to work, one or two things should be mentioned.

Jones was a good student and had no trouble getting passing marks. His average in parts I and II was better than 75 with no grade below 60. Those who fail to get an average of 75 in either of the parts have to repeat the whole examination unless they hit 75 in at least half

the subjects given. In this case they have to repeat only those subjects in which they were marked below 75.

Success or failure in part III is measured by standards similar to those that apply to the first two parts. A flunk in three or more main divisions of the part means "repeat."

Underwood



HUGH S. CUMMING, M.D.

N.B.M.E. president; surgeon-general,
U. S. Public Health Service.

Fortunately Jones' father has money. Therefore registration and examination fees were readily met. Some candidates, not so well fixed, take advantage of the National Board's loan fund in order to meet the \$40 fee for the part III examination. They give the board a note bearing interest at 4%. Although the notes do not run longer than a year, they may be renewed at maturity. However, the privilege is not extended beyond three years.

Speaking of examination fees, the N. B. M. E. is a non-profit organization. Fees go to defray overhead. As soon as the Board's income exceeds its running expenses, the fees will be reduced.

But to return to Diplomate Jones. Now that he has his certificate, what does it do for him? Except in the five states men-

OVOFERRIN

**acts quickly, effectively in
post-hemorrhagic anemia**

RECENT studies have demonstrated that the number, size and hemoglobin content of the red blood cells indicate the rational basis for the treatment of anemia. In post-hemorrhagic anemia, all of these factors are below par, and the tissues, as a result, are blood-starved. Iron is urgently indicated.

Ovoferrin acts quickly and effectively in these conditions, because it contains one grain of metallic iron in colloidal form to each adult dose—easily assimilable and palatable. Ovoferrin is a rapid blood-builder.

Unlike soluble iron salts, Ovoferrin does not stain or irritate the teeth, it does not irritate the most sensitive stomach and, because it is not astringent, it does not induce constipation or colic. In fact, it often seems to favor intestinal peristalsis.

Ovoferrin hastens convalescence and may be taken for its tonic effect for long periods. Elderly people find it exceptionally valuable.

The adult dosage is one tablespoonful in a wineglass of milk or water, with meals. For children, it is especially suitable because it has no disagreeable taste or odor; the dosage is one or two teaspoonfuls, in milk or water.

Ovoferrin is prescribed in 11-ounce bottles.

If you have not used Ovoferrin in your practice, we shall be pleased to send you a bottle on request, for trial in a case of anemia. We are sure you will be satisfied with the result.



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For thirty-three years sole makers
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tioned before, he is qualified to receive a license anywhere in the U. S. without writing an examination. He applies to the board of medical licensure of the state of his choice. The secretary of the state board, upon receipt of Jones' application, asks the National Board for a certified statement of Jones' examination record. Sometimes photostatic copies of his medical credentials are required. These credentials, originally used in determining candidates' eligibility for the examinations, are kept on hand—available for the use of state boards whenever requested. In addition, photographs of all diplomates are on file for identification purposes.

Some states require a D. N. B. to attend an oral examination. This, however, is mostly for identification and character appraisal. It is usually brief and in no sense comparable to a regular examination in medicine.

Of course, there is the question of licensure fees. Jones has to pay these in any state—diplomate or no diplomate. If he is being licensed for the first time, the fee is usually \$10 to \$25 depending on the state. When he moves from one state to another on a reciprocity basis, he pays, in most instances, a fee about twice as high as that charged those who are being licensed for the first time in any state. Certain states require National Board diplomates who want a license without taking a state examination to pay on a reciprocity basis even though they have not yet been licensed elsewhere. However, this practice is diminishing.

If in the future for any reason Jones wants to practice in any one of the 43 states that recognize National Board credentials, he simply goes through the qualifying process outlined. By having had the foresight to take and the ability to pass all three parts of the National Board examination, he personally enjoys reciprocity in almost 90 per cent of the United States.

Prepay Tide Up

GROUP HOSPITALIZATION
MARCHES ON, SAYS EXPERT

OBSERVERS of the American medical scene are wondering how far the group hospitalization idea will go. Latest development took place last month when Brooklyn post office employees decided to enter a prepayment plan for hospital care. The mailmen believe they have shown the way to the whole vast army of government workers.

Further evidence that the prepayment principle is not only here to stay but is spreading widely was received last month from C. Rufus Rorem, consultant in group hospitalization of the American Hospital Association, who told **MEDICAL ECONOMICS** that:

In the twelve months following September, 1934, group hospitalization membership increased from about 100,000 to more than 250,000.

Some life insurance companies have added hospital service benefits to their group insurance policies.

Recently the American College of Surgeons, in addition to endorsing group hospitalization, evidenced keen interest in the idea by having the manager of a British plan address an A.C.S. meeting.

In several states legislation was enacted during the past year to open the way for prepayment hospital plans, notably insurance-law amendments in New York, Illinois, California, and Alabama.

This year has seen the start of numerous city-wide plans. They are now to be found in almost every section of the country. In North Carolina, a state-wide hospitalization plan is being introduced, sponsored in part by the state medical association.

Laymen everywhere, by reason of much newspaper publicity, are being sold on the scheme.



Through this doorway pass 3,600 clients a year. Each pays an annual premium of from \$24 to \$30 for medical and hospital services.

Buying Health in Advance

VIA LITTLE ROCK'S TRINITY HOSPITAL

THIRTY years ago the late Thomas William Jackson provided the country with a laugh when he recounted the tale of a traveler "On a Slow Train Through Arkansas." Clean-shaven when he started his journey, the traveler finished with a full-grown beard. The train was so slow, said Author Jackson, that one man who tried to commit suicide by lying on the tracks in front of the train starved to death before the locomotive reached him.

In later years the country no longer laughed at Arkansas, for stories were spread about the tragic condition of the Ozark share-croppers, the difficulty in keeping rural schools open, the devastating effect of the recent drought. But if Arkansas cannot boast wealth, it can crow about a climate compatible with health.

In the heart of this salubrious, poverty-stricken state, on the west bank of the Arkansas River, lies the state capital, Little Rock. On Little Rock's Main Street, not far from the business section of the city, a busy clinic-hospital functions. Known as Trinity Hospital and run by a group of independent physicians, it has shown an increasing profit year after year, despite the times. Yet Dr. Mahlon D. Ogden, secretary of the institution, estimates that the majority of its patients are paying only 55 per cent of the 1929 rates for services.

The answer to the paradox of increasing profits with lower rates lies in the hospital's medical service plan providing for voluntary health insurance. In opera-

tion since 1931, the plan now has 3,600 clients.

Little Rock subscribers to the Trinity scheme seem to be boosters. Said one young mother: "It always seemed sort of tragic to hear couples that Jim and I knew complaining about the cost of their babies in doctors' and hospital bills, so we decided to prepare for any contingency of that sort. It cost us \$5 a month for two years before we gave them any obstetrical business, and when you remember that we had had physical examinations and had taken immunization treatments,



This article, the fourth in a series on typical American health insurance projects, describes an example of the type which is controlled by independent physicians and whose membership is open to the public. Without passing judgment on the Trinity Hospital plan, Medical Economics presents unbiased facts by means of which any reader can appraise it for himself. A representative of the magazine gathered the material for this article in person from members of the Trinity Hospital staff, non-member physicians, laymen, and the local county medical society.

as well as consulting the physicians about minor illnesses, you can see that we are better off than we would have been without the contract—even if we had saved the money we paid the hospital, which we wouldn't have done."

An agent for an oil company pointed out that the plan was a balm for worry: "I had a family contract at first and then got all the boys in the company interested. They still have their contract and I think all of them like it. My wife had to have an operation, and it saved us several hundred dollars in one year. I know personally of four or five of the employees of the company who have gotten far more benefit out of the contract than they have paid for; but the rest of the boys figure that they are lucky not to have needed a lot of medical attention and that their peace of mind is worth more than the cost of the protection."

A clerk whose company has a group contract related the story of a girl who had made money under the Trinity plan. "You can find some who will tell you they don't like the contract and don't like the service they get at Trinity Hospital," he said, "but my observation and experience have been satisfactory. We had a girl working in the office who had to have an appendicitis operation and she'd still be paying interest on the debt if she hadn't had her Trinity contract. As it is, she actually saved money while in the hospital because her salary went on just the same."

The text of the complaints from some former subscribers was that the Trinity doctors

seemed casual. "I worked for an automotive supply concern which has a group contract," declared one father. "After I was laid off I considered giving it up, but my wife and I decided to continue the payments as long as we could because it happened that we were expecting a baby in six months. It didn't look to me like they were giving much of a hang about my wife and kid, and she got the same idea of it. We decided that if you were somebody the doctors knew already they would show you the attention you want out of a doctor; but we couldn't hardly get the doctor to come to the house when we needed him. He insisted it wasn't necessary, and I don't suppose it was. But we got us a doctor who would come when we wanted him, whether we needed him or not, no matter what time of night it was. . . But," he concluded, "that was after the baby came, and I'll admit we saved some money there by keeping up those payments for 10 months after I lost my job."

How does the Trinity plan work? For the sake of illustration let us consider the case of John Smith. (Perhaps you can think of a better name to call him.) Mr. Smith is white and has visible means of support (these are the only general reservations Trinity sets for applicants).

If John Smith knows of the Trinity plan, his knowledge has come from one of three sources: word of mouth from a present subscriber or a subscriber's friend; instructions from his employer who might have purchased a group plan for his employees;

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Abstracts from the literature and a full-size package of 48 capsules, each 3¾ grains, will be sent on request.

THE LABORATORIES OF THE FARASTAN COMPANY
137 South 11th Street Philadelphia, Penna.

or by reading a small green pamphlet passed out by the Trinity Hospital. That is the extent of Trinity advertising.

If after reading the provisions of the plan Mr. Smith decides that he wants to join, he presents himself at the hospital where he is asked to fill out a simple application, and is asked to submit to a physical examination.

If his application is accepted by the hospital, Mr. Smith is classified in one of the following groups:

1. *Group subscriber* (all fees payable monthly in advance). Cost: \$4.50 a month for a family, which includes the wage earner, his wife, and dependent children; or \$2.00 a month for an individual.

2. *Single subscriber* (all fees payable quarterly in advance). Cost: \$5 a month for a family; \$2.50 a month for an individual. If Mr. Smith is over 60 years, he will be placed in a special rate class.

As a subscriber Mr. Smith (or his family) will get the following services:

- a. Physical examination.
- b. Free immunization against small-pox, typhoid, and diphtheria.
- c. Medical and surgical attention, including surgical operations.
- d. Hospital care (up to six weeks a year) for each individual. Use of a two-bed room. A private room if Mr. Smith pays the difference.
- e. Nursing care in the hospital. Graduate nurses.
- f. Anesthetics.
- g. Use of the operating room.
- h. X-ray and radium diagnosis and treatment.

i. Laboratory examinations.

j. Ordinary medicines and surgical dressings in the hospital.

k. Care of maternity cases (after ten months), including hospitalization.

l. House calls by Trinity doctors at \$2 for a day call, \$4 for a night call (half the rate charged to non-subscribers).

Not included in the services are:

- a. Eye and dental work.
- b. Treatment of venereal or mental diseases, or those due to alcoholism or purposely self-inflicted injury.
- c. High-priced drugs and vaccines such as insulin.

Limitations attached to Mr. Smith's contract would exclude from the first-year service: operations for removal of tonsils or for hernia; treatment for hay fever; hospitalization or special examinations such as X-ray for conditions which existed on the date the contract was signed.

If at any time after signing the contract Mr. Smith feels ill, his case will be diagnosed by one of Trinity's general practitioners. If the service of a specialist is required, he is turned over to one of the staff specialists.

Even if Mr. Smith feels that he needs no medical attention, the hospital won't permit him to forget his contract. He will receive periodic requests asking him to call for an examination. If Mr. Smith is a patient of a physician outside the Trinity staff, he will still be permitted the use of the hospital facilities. But treatment at the clinic and hospitalization must be under the direction of a member of the Trinity staff.

Control of the Trinity plan is

Samples and Information on Request

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(TOROCOL) TABLETS—A True Chologogue

THE PAUL FLESSNER CO. DETROIT, MICH.

THE TIN CONTAINER

● The simple facts about many things encountered in everyday life are sometimes not understood and, frequently, their values are not fully appreciated by persons thrown in daily contact with them. Among such things, we can include the so-called "tin cans" and the foods which they may contain.

For example, many may have wondered—but, certainly, few have inquired—as to the origin of the popular designation for tin containers. The name "tin can" arose from an abbreviation of the term "tin cannisters" applied to them during the latter part of the last century by English manufacturers. Such a name is hardly correct, since "tin cans" are made from mild steel which has been rolled into thin sheets and coated with pure tin. Actually, the can is about ninety-eight percent iron.

Again, interest has sometimes been expressed in regard to the nature and purpose of the enamels found in cans in which certain products are packed. These enamels are essentially lacquers

developed by years of intensive research; they are baked on the tin surface at high temperatures. Their chief purpose is to preserve natural flavor and color characteristics of some foods. While desirable in certain instances, enameled cans are not necessary to insure a wholesome canned product.

The facts about the foods contained in cans are equally simple. Canned foods are merely selected foods which, after preparatory operations, are hermetically sealed in tin containers from which most of the air has been excluded. The preservation of the foods is then effected by a heat treatment.

The nutritional values of commercially canned foods have been established by more than a decade of biochemical research. Reference to recent articles (1), (2), together with those publications listed in their bibliographies, will permit the reader to determine for himself how favorably commercially canned foods have stood the test of actual scientific scrutiny.

AMERICAN CAN COMPANY

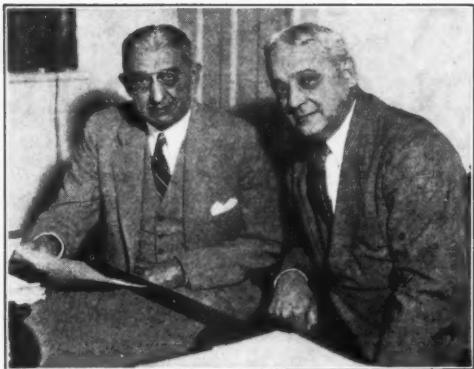
230 Park Avenue, New York City

(1) 1934. Ind. Eng. Chem. 26, 758
(2) 1932. Ind. Eng. Chem. 24, 660

This is the seventh in a series of monthly articles, which will summarize, for your convenience, the conclusions about canned foods which authorities in nutritional research have reached. What phases of canned foods knowledge are of greatest interest to you? Your suggestions will determine the subject matter of future articles. Address a post card to the American Can Company, New York, N. Y.



The Seal of Acceptance denotes that the statements in this advertisement are acceptable to the Committee on Foods of the American Medical Association.



Dr. J. I. Scarborough (left), president of Trinity Hospital; and Dr. Mahlon D. Ogden, secretary.

vested with the group of eight independent physicians who form the corporation operating Trinity Hospital. "The plan was started in 1923 by the Trinity Hospital staff with a few groups of employees of banks and wholesale houses, as a result of their observations of many financial catastrophes as a consequence of severe illness," says Dr. Mahlon D. Ogden. "After about eighteen months, the plan was abandoned on account of the opposition of the local medical society."

The second attempt, initiated in 1931, still carries the opposition of the Pulaski County Medical Society. As a result, all members of the Trinity staff are barred from membership in the

society. The society's opposition to the plan as voiced by a society member is not that it affects the practice of other doctors, but that it "destroys the essential personal relationship between patient and physician."

Despite opposition, Trinity Hospital continues to add to its contract signers. Dr. Ogden states that several hundred have been added to the list of patrons since the first of the year.

Staff doctors are classed as employees and receive salaries. All profits from the venture go to the corporation, where they are divided among the staff doctors in proportion to their stock holdings.

As Trinity was designed for profit and has no public or reli-

The
4 oz.
R.
bottle



TWOFOLD ACTION

- 1—Controls the weakening, distressing cough which serves no useful purpose.
- 2—Loosens tight and viscid secretion in the bronchial passages and aids in its expulsion.

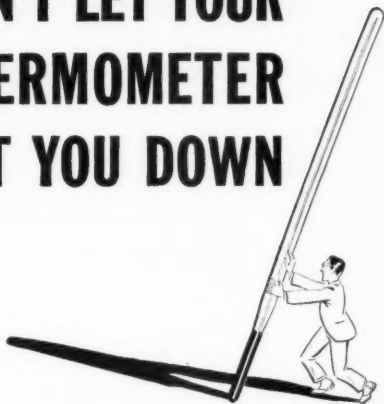
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*Use a Taylor-Tycos Clinical
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EASY to read to shake

WHEN you shake a thermometer . . . and shake it . . . and shake it. That's what tries men's wrists—and tempers. Until you yourself are more shaken—down and up—than the thermometer.

But doctors soon learn that Taylor-Tycos Clinicals shake down easily. They are designed with that in mind. Easy shaking . . . easy reading . . . certified accuracy . . . a guarantee against everything except breakage—these are the things that have made the Taylor-Tycos the preferred thermometer for thousands of doctors and nurses.

Adopt Taylor Clinicals as your standard. Rely on the Taylor-Tycos under all conditions of service. There is also the accurate, but less expensive, Taylor

Estee, available in a Special Professional Set of 6 thermometers. All are guaranteed against everything but breakage. Your surgical supply dealer has them for you. Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.



Taylor CLINICAL THERMOMETERS

gious agency to fall back upon for financial aid, it must rely solely on its income. Strict business methods are used in collecting from subscribers. Among 80 group contracts which the corporation has with business houses the method of collection is either by payroll deduction or by appointing an employe-representative to collect the funds and deliver the money to a hospital representative. After the first payment a grace period of 31 days is granted by the contract for payment of any instalment of fees, but before any services are rendered all past-due instalments must be paid.

The hospital is modern and well equipped with x-ray and other laboratory and diagnostic equipment. In its personnel are represented almost all the specialties.

In addition to eight specialists there are 44 employes, including 22 professional workers, such as graduate nurses, dieticians, technicians; plus a superintendent, bookkeepers, clerical help, and collectors.

Since the installation of the Trinity plan, the staff has been added to year after year.

The institution does not limit its service to contract work but accepts fee cases as well. Trinity's policy toward charity cases is

Make Them Bill-Conscious

I have found it important to let patients realize their obligation at a time when they are fully conscious of the services rendered to them. I make it a practice at the completion of a call to hand them a memorandum (not a statement) of how much they owe me. This obviates the necessity for a verbal request for payment. Many pay me then and there. Most respond sooner than they would if I waited to mail a statement to them. The memo can be jotted on a prescription blank or calling card.—
T. C. F. Abel, M.D., Chicago.

MEDICAL ECONOMICS pays \$3 for each practical idea submitted and published.

identical with its policy before the institution of the contract system. It does not invite charity patients but does accept certain cases at its discretion.



B-D PHYSICIAN'S BAG \$11.95

A full size, 16-inch bag, that opens full length and full width, providing easy access to interior. It has a pocket for blood pressure instrument, instrument loops, bottle straps and inside pocket. Made and shaped by hand of top-grain handboarded black cowhide. Handles are specially shaped to fit the hand for easy carrying. Interlined with real leather. The fittings and lock are chromium-plated. It is a thoroughbred in every respect—and will give many, many years of service.

B-D Bag No. 3533, price...\$11.95

Price, slightly higher west of the Rocky Mountains.

B-D PRODUCTS

Made for the Profession

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

IN INTESTINAL INVOLVEMENT

Symptoms are often so similar in various types of intestinal involvement that many times the radiographic findings are the deciding factor in early diagnosis and differentiation of the actual situation. It is unwise to wait for the advanced symptoms to definitely establish the diagnosis, for it means loss of valuable time—even the prognosis may be altered.

Radiography is indicated for con-

firmed and to determine the degree of involvement if any of the following conditions are suspected:

Ulcerative Colitis Diverticulosis
Polyposis Carcinoma
Ileocecal Tuberculosis
Congenital Anomalies

Request that your radiologist make a complete series of radiographs in all cases where physical symptoms point to intestinal disease.

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EDITORIAL

Proof Negative

SO persistently do advocates of state medicine argue their cause from the analogy between medicine and education that it seems high time to denude their claims of the fallacy surrounding them.

Not a few physicians tuned in on the socialized medicine debate broadcast from coast to coast on November 12. As in previous ventilations of the subject, much of the affirmative argument again stemmed from the theory that public education has been a success and that, therefore, public medicine would be a success.

Yet more discerning followers of the state- *vs.* private-medicine controversy know that (1) public education has *not* proved itself an unqualified masterpiece; and that, (2) even if it had, there is no evidence to substantiate the belief that public medicine would follow in the same rose-strewn course.

In other words, the argument based on this analogy is false on two counts. Recital of only a few of the available facts is enough to puncture its guise of veracity.

Since medical care is even more immediately vital than education, the system which provides it must be thoroughly dependable. Is our educational system dependable? Judge for yourself. In 1933 and 1934 some 2,000 schools failed to open their doors; short years were announced in hundreds of others. What if clinics and hospitals under a regime of state medicine were to close up likewise?

Then there's the matter of compensation. During the depression a quarter of a million teachers had to scrape along on pay lower than that given the average unskilled factory worker. Additional thousands received little or nothing at all for their services. Can it be assumed that physicians would fare any better? And what of the quality of service given and the morale of the practitioners operating under these circumstances?

Outdated textbooks written a quarter of a century ago are being used today in thousands of schools. Many have

no books whatever. Is it possible that states that can not even furnish their schoolchildren with books would be able to furnish necessary medical and surgical supplies?

Judged by the soaring costs of public education, costs of public medicine would prove an even more serious menace. Fifty years ago expenditures for the nation's public school system amounted to about \$7 per pupil. By 1914 this figure had ballooned to more than \$20. And today it is fast approaching \$100.

The cost of public education can hardly be met now by a number of city and state governments (more than 3,200 municipalities are currently insolvent). Yet public medicine would superimpose a still larger burden. Furthermore, the physician wants to know how these none-too-prosperous states and communities can guarantee the \$3,000-a-year average salary to medical men which advocates of state medicine so blithely promise.

If a call were sounded today for more teachers for our schools, thousands could be found idle and eager for work. "I'd like a job," they say, "but try and get it!" Granted that some physicians have seen hard times lately, only about three tenths of one per cent of the medical profession (500 out of 162,000) were on relief at any one time this year.

Public education has led to standardization; even its most kindly critics admit this. As a consequence, independent thought is stifled among teachers and pupils; would be equally stifled among state-employed physicians.

Public education has fallen ready prey to graft and political pressure. Medicine faces the same prospect under state paternalism.

The list of discrepancies in the medicine-education analogy could easily be extended. Suffice it to mention three more:

The public can judge the value of its schools and participate in their direction. It can't judge the quality of the medical care it receives.

The physician-patient relation is paramount in medicine. It can not be compared with the teacher-pupil relation in education.

Education can be given *en masse*. But medical care, by its very nature, must be individual, personal, intimate.

Thus the commonly advanced proof by analogy is not proof in this case at all because (1) the success of public education has *not* been demonstrated; and (2) even if it had, the assumption that public or state medicine would be crowned with equal success is illogical.

H. Sheridan Baketel

For Girls Only

By ANNE MORRIS

Physicians are not invited to sit in on this talk by Miss Morris. But their secretaries are. If yours hasn't already read it, call it to her attention.

A WOMAN patient pauses at my desk on her way out. "Good-bye, Miss Morris," she says gaily—a little too gaily. "Wish me luck!" Tomorrow she is to have a serious operation.

I look up at her and smile. "I know you'll get along beautifully," I reply. There is no anxiety or pity in my voice because there is none in my mind—only assurance that all will be well. Her strained white face relaxes a little.

Weeks later a package arrives for me. It contains a beautiful strand of hand-carved coral. Across her enclosed card is written, "Because you gave me courage."

A self-important executive enters the reception room, looking at his watch. "My appointment was for three o'clock. Is the doc-

tor ready for me?" he asks crisply. I greet him—a bit cajolingly. "Not quite, Mr. Barnes. Can I offer you a chair? It won't be long."

Reluctantly he accepts the latest copy of a weekly magazine I hand him, and relaxes in a comfortable chair. Ten minutes later when I summon him, he says, "Just a minute until I finish this article."

During my sixteen years as secretary to a well-known surgeon I have seen the inner workings of many a doctor's office, and I believe that seldom does even the doctor himself realize how much depends on the girl who works for him. She can be an annoyance and a liability, or she can be of inestimable value.

Briefly, yet broadly, I may say that *your* value will depend upon your attitude in four particulars, i.e., toward yourself, toward the doctor, toward his patients, and toward your work.

First, your attitude toward yourself: You should know, before you even start to work, how

B-D MEDICAL CENTER THERMOMETERS

6 IN A PROFESSIONAL PACKAGE
\$5.25

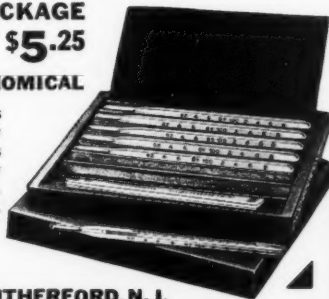
COMPACT • CONVENIENT • ECONOMICAL

Six B-D Medical Center thermometers arranged in a doubly protected tray under which are six individual certificates of accuracy. The durable container easily fits into pocket, bag or desk drawer. Costs \$5.25, without thermometer cases.

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WHERE IS
THE
AIREDALE
BANDAGE
OF
1930
?



SURGICAL BAY'S DRESSINGS

In the November 1930 issue of Medical Economics we said—"The Airedale Bandage is out of style!" We offered in its place the new improved BAYBANDAGE which does not shed end threads.

During the intervening five years more and more surgeons developed a preference for BAYBANDAGE with its special processed edges and millions of yards of this superior bandage have been employed. It can now be said that the Airedale Bandage has disappeared forever.

BAYBANDAGE makes a professionally neat dressing—that stays neat. Do you wish a sample?

THE BAY COMPANY
BRIDGEPORT, CONNECTICUT
SOLELY BY
PARKE, DAVIS & CO.



THE BAY COMPANY, Bridgeport, Conn. ME12
Gentlemen: Please send me a sample of BAYBANDAGE.

Doctor.....
Address.....
City.....State.....
Dealer.....

many hours of sleep you need to be at your best; and see to it that you get that many every night, even if it means confining your social engagements to week-ends. You should know the simple, healthful foods that agree with you, and eat only those. You should take systematic care of yourself, so that your person is always fresh, clean, and perfectly groomed.

The question of exercise must be decided carefully. Often you will be on your feet a great deal of the day; and a few modest setting-up exercises may be all you need in addition. But be sure to keep slender and straight. These are the fundamentals, and they *are* fundamental. They must be habitually observed if you are to do your work well.

Second in importance is your attitude toward the doctor: On the physical or material side you must spare him every annoyance and extra motion that you possibly can—from keeping the pencils on his desk always sharpened to maintaining cleanliness and order throughout the entire office.

Study him carefully and continue to study him. Remember always that he is following the finest profession known, and that by making his office life smooth and harmonious you are helping him to help others.

Use your observation and intuition to learn how he wants things done, and do them that way. Synchronize your actions and thoughts with his. If he likes

the Venetian blinds down in his private office, leave them down, even though you greatly prefer the fresh spring sunlight. If he has a habit of coming in fifteen minutes late after luncheon, don't try to reform him; simply start your appointments fifteen minutes later than you are supposed to. These examples could be multiplied a thousandfold.

Another point: Always look upon the doctor with undisguised admiration. It will hearten him whether he is the most modest or the most egotistical of men.

And, above all, let his patients see how you regard him. Your unquestioning loyalty, your admiration and respect, will do more than you imagine to increase the satisfaction and confidence of those who come to his office.

And now for the third aspect: A girl may be enthusiastically interested in her own health and good looks, she may have a . overwhelming admiration for her chief, and yet find many of his patients stupid, boresome, or ridiculous. Should this be true she must take stock of her mental attitude at once, and change it; or she will never be a real success.

The most fortunate girl (and the most fortunate doctor) is the one who really likes people, spontaneously and naturally. Moreover, this gift, if lacking, can be cultivated by an intelligent person with a little imagination. All you have to do is practice putting yourself in the other fellow's place. Remember that everyone

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AND
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Columbus Pharmacal Co.,
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Palatable tablets containing vegetable mucin prepared from okra.
Write for information.

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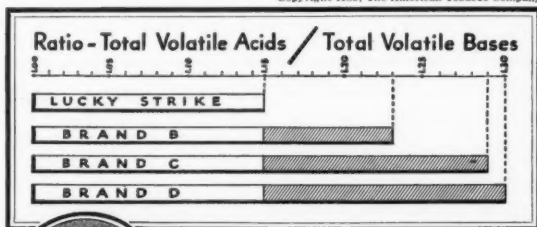
A Quarter Century of Research Relating to A Light Smoke

Since 1911, the Research Department of The American Tobacco Company has been engaged in the solution of an extraordinarily complex problem.

The objective may be stated as: *the perfection of a cigarette with a minimum of respiratory and systemic irritants, and with a fully preserved character, i.e., a perfected acid-alkaline balance—a cigarette in which rich, full-bodied tobaccos have been successfully utilized to produce "A Light Smoke."*

A glance at the chart below—representing the excess acidity of the smoke of other leading brands of cigarettes as compared with Lucky Strike Cigarettes—demonstrates graphically how successfully this balance between acidity and basicity has been worked out in Lucky Strike Cigarettes. It shows the results of current tests, and indicates that the other popular brands have an excess of acidity over Lucky Strike Cigarettes of from 53% to 100%.

Copyright 1935, The American Tobacco Company



a light smoke

OF RICH, FULL-BODIED TOBACCO

who comes into your reception room comes there for help. He is sick, or thinks he is. Or someone he loves is sick. He needs your sympathy and cooperation.

Some people are by nature polite and pleasant. No effort is required to serve them courteously. It is the snobbish or whining, stupid or unreasonable, dirty or uncouth patient who will try your patience.

When you feel dislike for someone rising inside you, repeat this formula to yourself and *mean* it: "I know nothing of the circumstances that have made him what he is. Perhaps he has done well to be no worse. If I could look within him I would undoubtedly find 'enough suffering to disarm all enmity'." Get this point of view firmly fixed in your consciousness and you will find it almost as easy to be gracious to Mrs. Newrich who snubs you, and to the poor laborer who smells of garlic, as to the charming patient who is everything you could ask.

Last of all, watch your attitude toward your work. There is no detail of it that is not important.

I know of no job for a woman that is more varied, more colorful, less given to dull routine. Its range is wide, covering almost everything from entertaining a lively three-year-old to issuing a receipt for \$500; from dusting the doctor's desk to silently sympathizing with someone who has just received notice of death.

Let your purely mechanical duties, such as keeping the place in order, sending out statements, and paying bills, be done with clocklike punctuality and efficiency. But throw all your imagination and interest into the rest of your day's work.

And every once in a while try pretending to yourself that it is again the first day you went to work. Recapture that pristine eagerness to please the doctor, that first anxiety to do everything just right. Look at yourself as though you were your employer. Scrutinize everything you do as through his eyes. Remember that no matter how good you are you can go on improving; that there are heights of poise, efficiency, and self-control that you have not yet reached.

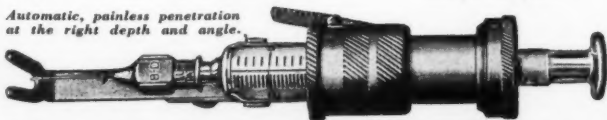
ARE YOU PRESCRIBING THE B-D AUTOMATIC INJECTOR for Diabetics on Insulin?

WOULD you like to receive a folder describing the Buser Automatic Injector and other B-D Products for diabetics and patients on prescribed self-injection? It is yours for the asking.

PRICES
With short type Insulin syringe, \$3.50
Without syringe, \$2.50

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*Automatic, painless penetration
at the right depth and angle.*



BECTON, DICKINSON & Co., RUTHERFORD, N. J.



IN ARTHRITIS

86% Improvement

No Undue Lowering of White Blood Count

No Damage to Liver or Kidneys

In a controlled series of 282 cases of typical arthritis Wheeldon (Ann. Int. Med., June, 1934) gave four tablets (2 grams) daily of Oxo-ate "B"—in some instances for a period of 18 months.

Not only did he report 86% improvement, but in no case was there an undue lowering of the white blood count or damage to liver or kidneys. His work confirms earlier findings as to the effectiveness and safety of Oxo-ate "B".

OXO-ATE "B"

(CALCIUM ORTHO-IODOXYBENZOATE)

● **IN SECONDARY ANEMIAS** Feosol S-K-F is the least expensive and most convenient form of iron therapy available today.

Feosol S-K-F

● **IN CONVALESCENCE** Eskay's Neuro Phosphates is an ideal tonic and reconstructive. Its pleasant taste ensures the patient's co-operation.

Eskay's Neuro Phosphates

SMITH, KLINE & FRENCH LABORATORIES, PHILADELPHIA, PA.

Look Behind the Whiskers

YOUR COLLECTION AGENCY MAY BE WEARING
A SANTA CLAUS DISGUISE • By FRED MERISH

IT isn't a patient calling this time. It's a salesman—with a remedy for your collection me-grims.

You have some uncollected accounts on hand? Yes. The salesman swings into his monologue: His company has just what you need for turning listless accounts into lusty dollars. It will buy your accounts under a purchasing plan through which you receive a proportionate percentage of their face value depending on their age. About thirty days will be required to verify the accounts and to complete the purchase offer.

The salesman furnishes references that look gilt-edged. The contract seems to check with his statements that the company will buy your accounts. So you list twelve delinquents on the blank furnished.

Rapid calculation shows that a check from the account-purchasing company, figured the salesman's way, will total a substantial sum. Now you can bolster up that scrawny savings account.

Unfortunately for you, the salesman has overexerted his maxilla. Trick wording in the contract obscures its intent. Actually, it gives the company privilege to purchase some or

all accounts if, in its opinion, the debtors are good risks or can furnish acceptable collateral. The company isn't obligated to pay a nickel. Just a collection agency with Santa Claus whiskers.

Beware of such collection quacks. Beware their promise to buy accounts for immediate cash. Their purchase plan is mere bait to snare the accounts. Their contract doesn't back up the salesman. Often the real agreement is printed in pin-point type on the back of a sheet used for listing accounts or is given seeming unimportance by means of other camouflage.

After the agreement is signed, it is useless to demand settlement on the basis of the salesman's promises. The contract invariably harbors a clause refuting all representations not made therein.

Frequently a physician does not realize that he is signing a



Complaints have been lodged against so many collection agencies that publication of a complete list of the offenders is impossible here. Following are the names of four concerns to which physicians have objected most frequently in recent months:

Affiliated Underwriters Loan and Finance Co., Inc., Evanston, Ill.; Liquidation Corporation of America, Chicago; Executors Clearance Corporation, New York; National Discount and Audit Company, New York.

How menthol reduces irritants in tobacco

A whole series of experiments have shown that menthol exerts a strong control over the amount of irritating aldehydes—including nicotine—taken in by the smoker.

When you draw on a cigarette, the smoke is slightly cooled by its passage through the strands of tobacco. The result is that a certain amount of the tar (which contains the irritating aldehydes) is condensed and remains in the "butt." It will thus be obvious that any *additional* cooling of the tobacco strands will condense out *more* of the tar, just as cooling the pipes of an ordinary still increases condensation.

The menthol in the Spud cigarette, when volatilized by the heat of combustion, accomplishes this additional cooling. Thus there is less tar and less irritation in the smoke of a Spud—unless the "butt" is smoked too far down, in which case re-distillation of the tar undoes the good that the menthol has accomplished.

It therefore follows that it is good practice not to smoke more than two-thirds of *any* cigarette. But especially is this true in the case of Spuds. In that way, the small but irritating content of aldehydes in the smoke will be substantially reduced.

SPUD

MENTHOL-COOLED

CIGARETTES

CORK TIP OR PLAIN

15^c FOR 20

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.

contract until debtors inform him of the company's duns. Signatures are obtained under pretext of checking the list of accounts to determine which ones are purchasable. The following letter, bearing on the situation, was written to MEDICAL ECONOMICS recently by a New York physician:

"Can you tell me anything about the Liquidation Corporation of America? Their agent was in the other day and I gave him some accounts with the understanding that no threatening collection letters would be sent to my patients. The accounts were to be collected by personal calls and the money paid directly to me. If necessary, the agent was also to send me a copy of the list to be collected. The first I have heard since that time was today, when two patients brought in letters threatening them unless their bills were paid direct to the Liquidation Corporation."

A Kansas practitioner, alleging to have been "duped by a slick salesman" of the Executors' Clearance Corporation, writes in similar vein, adding that, in his opinion, the average account-purchasing plan is "just a catch phrase." Right! Don't let a salesman for such a company catch-phrase you.

Examination of contracts used by a number of collection quacks shows that they are drawn on a heads-I-win-tails-you-lose basis, with the creditor caught short.

Service fees vary from 50 cents to \$2 per account, whether collected or not, and may entirely eat up equities in small accounts or part-payment collections after commissions are deducted. The salesman, of course, says nothing about this.

Assignment of accounts divests the creditor of their control for a year or more; and if accounts are withdrawn or dropped during that period, commissions are due the company. Such commissions run from 20% to 50%, regardless of the size of the account.

These are the main highlights; and although the verbal hocus-pocus may differ in different contracts, the theme song is always the same: You are promised cash upon verification of your accounts. But, in reality, you can warble for your money—not only before it is collected, but often afterwards. Extracting money from collection agencies of this kind is likely to be harder than collecting from the original debtors.

Complaints running into the hundreds, from every state, have been received by better business bureaus, chambers of commerce, business publications, the National Retail Credit Association, member credit agencies, and attorneys. However, it seems that these racketeers live up to their printed contracts. Their salesmen do the sleight-of-hand work, obviously with company connivance; and it's seldom that they stop at

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A safe and effective
hypotensive agent.

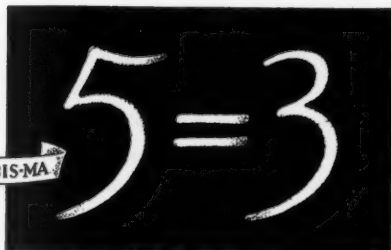
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135 Hudson Street

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THE COMPONENTS OF CAL-BIS-MA



- 1 Sodium bicarbonate
- 2 Magnesium carbonate
- 3 Calcium carbonate
- 4 Bismuth salts
- 5 Colloidal kaolin

THIS MEANS:

- 1 Rapid and prolonged neutralization in gastric hyperacidity.
- 2 Sedative and protective action upon the irritated mucous membrane.
- 3 Adsorption of gas and toxins throughout the digestive tract.



CAL-BIS-MA allows no secondary discomfort from distention, that is why it is a safe adjunct in alkaline therapy of peptic ulcer. In gastric hyperacidity, uncomplicated nausea of pregnancy and in other gastric disorders attended by acidity, Cal-Bis-Ma has proved its thoroughgoing effectiveness.

CAL-BIS-MA is available in powder form in tins containing 1¾ ounces, 4 ounces and 1 pound. Also in tablet form in bottles containing 110 tablets. Trial supply gladly sent on request. Please use your letterhead.

WILLIAM R. WARNER & CO., INC., 113 WEST 18th ST., NEW YORK

TO SAFEGUARD YOUR RELATIONS WITH COLLECTION AGENCIES:

1. Select a concern that employs outside collectors as well as dunning letters.
2. Give preference to a local agency.
3. Find out if the company uses high-pressure methods which may bring discredit upon you.
4. Remember that an imposing name gives no assurance of honest intentions or effective results.
5. Avoid the agency that requires you to sign a contract.
6. Do not assign accounts. Keep title in your own name.
7. Retain a list of all accounts turned over to an agency for collection. Demand a written receipt for the accounts.
8. Do not hold accounts too long before turning them over for collection.
9. Always check the reliability of an agency with which you intend to do business. This can be done through your local credit bureau or chamber of commerce or through the National Retail Credit Association, 1218 Olive Street, St. Louis, Missouri.
10. Demand monthly settlements or reports on all accounts.

red lights when driving home their arguments.

A physician in Michigan asked MEDICAL ECONOMICS last month, "What can you tell me of an organization calling itself 'The Liquidation Corporation of America'?" One of its representatives used your name as a reference."

A like complaint from a New

Jersey practitioner quotes a salesman of the same company as follows: "Have you been reading your MEDICAL ECONOMICS? If you have, you will know that we are highly recommended and endorsed by them."

[MEDICAL ECONOMICS takes this opportunity to state emphatically

NO WIRING - NO DRYING *VIM Needles Always Ready to Use*

You do not have to wire or dry VIM Square Hub Needles after cleansing, and they are always ready to use. You get freedom from clogging, rust and corrosion, too.

Made from Firth-Brearley Stainless Steel, the points stay sharp—even after repeated sterilizations. For needle economy specify "VIM" Needles when you order.

Sold through your Surgical Instrument Dealer.



Your LACTOGEN Prescription, like Woman's Milk, has these distinctive characteristics

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|---|---|---|--|
| A | It contains nothing but the natural constituents of Milk. | → | <i>it has agreeable taste</i> |
| B | It forms a fine, light and flaky curd. Its fat globules are broken into fine and low-resisting particles. | → | <i>it has ready digestibility</i> |
| C | It is free from pathogenic germs. It has a low bacterial count. | → | <i>it is safe</i> |
| D | It provides fat, protein and carbohydrate in percentages approximating those of normal Human Milk. | → | <i>it has Natural Balance</i> |
| E | Its analysis does not vary from day to day. | → | <i>it gives uniformly good results</i> |



Lactogen is the only available product made from milk only which, when liquefied, results in formulas approximating human milk in percentages of milk fat, milk protein, milk sugar and minerals (ash).

Samples and literature will be supplied to Physicians on request.



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155 East 44th Street Dept. L 102 New York City

that it endorses neither the Liquidation Corporation of America nor any other specific collection agency.—Ed.]

After all, it's not difficult to select a reliable collection company if a few basic, common-sense principles are kept in mind.

Remember that distant fields lend allurements. So also do far-away addresses of collection concerns—even when those nearer home are likely to be most dependable. The native collection bureau must play fair to survive. Nomadic collection quacks, on the other hand, need no business integrity.

Scope of activity is another factor. The local agency covering a concentrated area can effect better results with local collections than the account-purchasing organization that blankets the country with "offices in principal cities."

The leg is mightier than the pen where collections are concerned. That's why lawyers are not always the best collectors of medical bills. They'll write letters, but they won't pull doorbells.

Another vital point: A reliable collection agency tries to get cash courteously. It is well aware of the need for maintaining debtor goodwill.

Reliable collection agencies can be found in virtually every territory. Before selecting a local

agency, consult your chamber of commerce or better business bureau. Or write the National Retail Credit Association, 1218 Olive Street, St. Louis, Missouri. Members of this group are to be found in all corners of the country. Inquiries sent to them should bring you contact with an accredited, nearby agency. All members of the N.R.C.A. must be bonded for \$5,000 and fill out annual statements covering financial standing, moral fitness, rates, and other factors which are thoroughly investigated.

Another way of checking up on a collection bureau is to get a report regarding it through a local credit agency. This can be done for about \$1.50—which is less than a lawyer charges to interpret a collection contract, and may give more information.

Always request that a collection agency give you its rates in full. Know beforehand what you must pay for collections. Reliable agencies do not deviate from stipulated rates. A fair average rate for collecting consumer claims the country over is as follows:

Payments of \$100 or more.....	1%
Payments of \$50 or more.....	15%
Payments from \$5 to \$50.....	25%
Payments under \$5.....	50%
Trace claims where debtor's whereabouts is unknown.....	50%
Forward claims sent to other territories for collection (2/3 goes to forwarder; 1/3 to forwardor).....	50%

[Turn the page]

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I work 24 hours. I serve continuously in the vagina between office treatments for

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leukorrhoea. I produce an astringent, styptic, decongestive effect. One Wafer inserted high up in vagina after douche.

Many years of professional acceptance. Advertised to the medical profession exclusively.

Samples on request.



*The child
who is*

PHYSICALLY
UNDER PAR

Doctors know that sluggishness, poor appetite, nervousness and irritability can frequently be traced to one simple fact. The child's diet does not provide vitamin B in sufficient quantities to meet the needs of an active, growing body.

Ralston—the hot cereal children love to eat—supplies all the good of choice whole wheat (only coarsest bran removed). In addition, it is enriched with wheat germ in sufficient quantities to make it $2\frac{1}{2}$ times richer in vitamin B than whole wheat.

*$2\frac{1}{2}$ Times Richer
in Vitamin B*

For FREE samples, and the Research Laboratory Report on Ralston Wheat Cereal, use the coupon below.

RALSTON *The Hot Cereal
Children Love*

And for infants—Baby Ralston—the ideal starting cereal



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Dept. ME, 101 Checkerboard Square, St. Louis, Mo.

*Please send me a copy of your Research Laboratory Report and samples
of Ralston Wheat Cereal.*

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(This offer limited to residents of the United States)

Usually the creditor must advance cost for suit. If the creditor wins, the defendant pays the costs and the creditor is reimbursed.

Insist upon monthly remittances and a report in detail when something definite develops, such as "note taken and not yet due," "offers to pay direct on specified date," "disputes account," and the like. Sign no papers transferring title to your accounts; you may then withdraw them at any time without paying subsequent commissions. Keep a record of all accounts turned over for collection. Ask the agency to sign for them.

Some accounts will be uncollectible. Every creditor expects to write off a certain percentage. The older the accounts the harder to collect; so do not hold them too long. Many payments are made in instalments. Commissions are figured on payments, not on the total account.

A reliable collection agency gets all it can because you can withdraw your accounts if not satisfied and then commissions stop. Obviously, therefore, part payments are not encouraged, even though the aggregate may mean higher commissions.

Not so with assigned accounts. For the entire period of the contract commissions must be paid, even though you withdraw.

Euthanasia Mooted

**AUTHORITIES DIVIDED
ON "MERCY KILLINGS"**

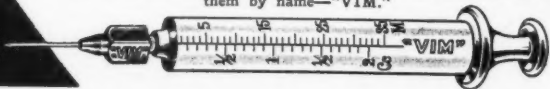
ON two continents last month leading medical, religious, and legal authorities were asked whether or not a doctor has the right to kill. It all started when an anonymous physician described as a "kindly faced, elderly, family doctor" confessed to London's *Daily Mail* that he had snuffed out five lives as an act of mercy, that his death-dealing did not in the least trouble his conscience, and that he was sure his acts would be justified by any tribunal in the land.

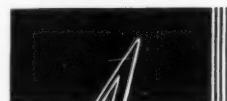
Like wildfire, the story ran through newspapers in the United States and England. Reporters scurried to outstanding authorities, asked their comment. With few exceptions leading medical opinion agreed with that of Dr. William A. White, highstanding United States psychiatrist, who told the Associated Press that the power to give death is too terrible to be vested in a human being.

On the other side of the fence is Dr. Alexis Carrel, world-famed researcher and Nobel man, whose feeling it is that not only should doomed incurables be hastened into the next world but also that kidnapers and the hopelessly in-

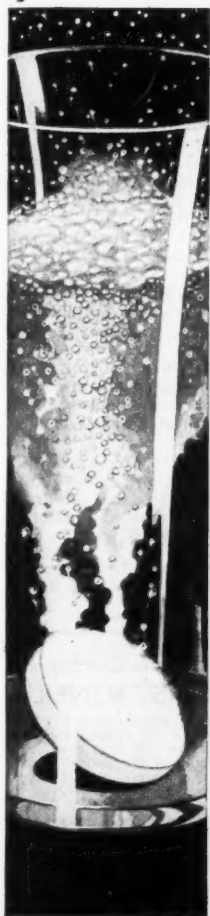
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(Slow grinding makes a finer ground finish)
 - ✓ **FREEDOM FROM LEAKAGE and BACKFIRE**
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Incorporated
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sane should be slain as well as murderers.

England has gone further toward mercy-murders than we have. A group of doctors headed by a few grade A peers, notably Lord Moynihan, president of the Royal College of Surgeons, have formed an entente to legalize euthanasia. At the next Parliament they intend to push a bill for medical killing. It will, they say, be adequately hedged with safeguards against abuse of the permission to kill.

Those who expected men of religion to recoil in pious horror from the mere suggestion of such a thing have been surprised by the many prominent clerics who have voiced support of the idea of delivery by death. Chief surprise was William Ralph Inge, the "Gloomy Dean," who declared that euthanasia is *not* contrary to Christian principles.

Highlighted in the "right to die" blaze-up was the request for a killer sent by Miss Anna Becker, Buffalo nurse, to the Erie County Medical Society. It has been suspected by some that appetite for publicity rather than hunger for death prompted the plea. Medical authorities, familiar with Miss Becker's case, have said that it is curable.

The question of physicians and the life and death of their patients took another twist recently when Dr. George L. Carlisle, speaking at a clinical conference in Oklahoma City, told his listen-

ers that doctors are justified in gambling with potentially lethal measures on an about-to-die patient, *provided* there is a chance to cure instead of kill.

Law for Physicians

LEGAL JOURNAL DEVOTES AN
ENTIRE ISSUE TO SUBJECT

TO bring to two professions, medicine and law, a better understanding of each other, is the purpose of the October issue of *Current Legal Thought** devoted entirely to the subject of medical jurisprudence. In it are almost 150 pages of abstracts selected from contemporary medico-legal literature, together with thoughts on the subject expressed by current authorities in their respective fields. Comprehensive, it comprises two main divisions: (1) the law covering doctors and the practice of medicine, and (2) the branches of medical science essential to sound administration of the law. Due to the fact that the issue contains much of the cream of the last two years' crop of medico-legal data and offers it in small, easily-digested portions, it serves its purpose well.

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Second Annual MEDICAL ECONOMICS

PRIZE ARTICLE CONTEST

**First prize \$50 « « « Plus an
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1. For the best article written by a physician on any medico-economic topic allied to those suggested in Paragraph 4 MEDICAL ECONOMICS will award a first prize of \$50. And for *all other* articles (number unlimited) which the judges believe satisfy the requirements of the contest it will award prizes of \$20 each.

2. The purpose of the contest is to stimulate constructive thought and to bring to light sound, practical ideas originated by individual physicians, from which the medical profession at large may benefit.

3. Prize-winning articles will be selected on the basis of their constructiveness, practicability, originality, conciseness, entertainment value, and nationwide interest for physicians.

4. Suggested topics (write on a *limited phase* of any one): office assistants, charity services, collections, credit, financing, medico-dental relations, medical education, ethics, fees, groups and partnerships, hospitals, income, industrial practice, internes, law, legislation and politics, locations, nurses, the physician's office, pharmacy, problems of everyday practice, the psychology of handling patients, preventive medicine, publicity, quackery, records, recreation, specialism, workmen's compensation, etc.

5. Word limit: 1,000-1,800 words. In view of the shortness of the articles, it is recommended that each one be confined to the discussion of a single, specific phase of a given topic. A more thorough treatment is thus possible than if an attempt is made to explain an entire subject (e.g., collections) within the brief space limit set.

6. MEDICAL ECONOMICS will decide the winners of the contest, and all decisions will be final. There is no limit to the number of articles a contestant may submit. All articles must be received at the offices of MEDICAL ECONOMICS, Rutherford, New Jersey, by noon, January 8, 1936. Winners will be notified by mail, and the results of the contest announced in the February issue.

7. Manuscripts should be typed, if possible; double-spaced; and written on one side of the paper only. MEDICAL ECONOMICS reserves the right to edit within reason all articles published.

8. Prize articles for which awards are given will become the exclusive property of MEDICAL ECONOMICS without further payment. No manuscripts will be returned.

*Something different in contests. Gives everyone a chance to win.

Blackguards All

Tannenbaum and Branden blame medical profession for "The Patient's Dilemma"
A BOOK REVIEW by I. K. BROWN

THE Patient's Dilemma** is darkly depicted in the book of that title; for, according to its authors, the medical profession is composed largely—if not almost entirely—of incompetents and venal blackguards.

Passing from one branch of medicine to another, Dr. Tannenbaum and his co-author deride many of the diagnostic and therapeutic procedures in common use and charge that they are employed chiefly for mercenary reasons. Even the useful sphygmomanometer is described as "merely one of many gadgets" in the modern practitioner's office.

There is hardly a transgression that Dr. Tannenbaum and Mr. Branden do not lay to the medical profession, making the indictment fairly general. Physicians are accused of alarming their patients into unnecessary surgery, of protracting and complicating treatment, of employing inferior consultants and hospitalizing cases solely for the sake of fees and commissions. There is no doubt that secret fee-splitting is more common in the profession than reputable practitioners like to believe; but the authors of "The Patient's Dilemma" have exaggerated both its prevalence and the forms it takes.

Dr. Tannenbaum and Mr. Branden have destroyed the value of much worthwhile material by

exaggeration and distortion. Probably every one of the evils they describe does in fact exist. Their fault lies in implying that rare and occasional abuses are typical.

Take the following observation on consultations: "One of the

most outrageous tricks perpetrated in the consultation racket is for the attending physician to call into a case an unscrupulous colleague who is an intimate friend of his, but is unknown to the patient and his family. He introduces the man with appropriate formality, using the name of a distinguished consultant or specialist—and charging accordingly!" There is nothing in the context to suggest that fraud of this magnitude is not an everyday occurrence.

This is by no means an isolated instance. The authors assert that "many women who are sent to abortionists are not pregnant"—and then enlarge upon their startling pronouncement with the following cynical explanation: "The physician whom they [these women]



Samuel Tannenbaum



Paul Branden

*By Dr. Samuel A. Tannenbaum and Paul Maerker Branden. \$2.50. Coward-McCann, Inc., New York.

A More Scientific Method of Counteracting Gastric Hyperacidity

Excess stomach acid has always been treated by chemical neutralization, to which, however, the following objections have been found: (1) peptic digestion is hindered or prevented; (2) intensive alkaline treatment frequently leads to a condition of alkalosis; (3) alkalis often cause a secondary and more pronounced rise of acidity following their administration.



Because of these objections physicians should recommend the introduction of the newer and more scientific method of removing *excess* acid by *colloidal adsorption*.

Alucol, an allotropic form of aluminum hydroxide, has a high adsorptive power for MCl. It takes up excess acid colloiddally and leaves a sufficiency for the continuance of peptic digestion. There is no secondary rise of acidity following its administration.

A trial of Alucol will convince you of its value. Let us send you a supply with full information.

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originally consult almost invariably makes a diagnosis of pregnancy—whether certain or not—whenever he is told by the patient that she has missed her period. It rarely occurs to him to confirm his findings by the Ascheim-Zondek test . . . In all probability, the reason for not performing this simple test is that the laboratory commission amounts to very little in comparison with what the abortionist pays . . . Another reason for rushing the patient to the abortionist is the possibility that, if the woman is not pregnant—as often is the case—she may get her period within the next 24 or 48 hours, thus making interference unnecessary."

These are just a few samples of the attitude this book displays toward the medical profession—an attitude so consistently malicious that it detracts from the value of some sound observations on dietary fads, overspecialization, excessive emphasis

on laboratory aids, cult practice and medical testimony in the courts. On the strength of the relatively few practitioners who accept money from ward cases, the authors state without reservation that "after the [ward] patient's promise of secrecy is obtained, the visiting physician arranges with him or his family whereby he will be paid his usual or a reduced fee for services." No specialty is immune. The pediatrician is depicted as a predatory charlatan, subjecting children to needless suffering and preying on maternal fear in order to "maintain a fine home and make his calls in an imported automobile." Otologist, general surgeon, obstetrician, orthopedist, urologist, dermatologist, roentgenologist, gastro-enterologist—all suffer the same fate. If the general practitioner receives slightly kinder treatment, it is only because his opportunities are not as great; he is pictured rather as the accomplice and "feeder"

Patients *appreciate this* *Prompt Relief*

Physicians prefer this reliable Antispasmodic and Sedative because it is Dependable and Safe: No Hypnotics, No Barbiturates. Hayden's Viburnum Compound is fundamentally compounded of Viburnum Opulus and Dioscorea Villosa combined with Aromatics and containing enough alcohol to release the resins in the Viburnum.

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This, coupled with manufacturing skill, enables us to prepare an emulsion in which each globule of oil is surrounded with a tougher film—there is therefore less danger of breakdown in the alimentary tract, better lubrication, less leakage, a more natural effect.

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of more powerful racketeers.

In several instances the authors have sacrificed consistency and strict accuracy to their policy of derogation. On one page they stress the difficulties and dangers of tonsillectomy; on another they assure their readers that "when the old-style family physician snipped off the enlarged portion of a tonsil in his office for a moderate fee, the results, if the truth be told, were as good as treatment by a specialist and an overnight stay at the hospital." They scoff at the "mumbo-jumbo" of modern mechanical aids to diagnosis, only to reverse themselves elsewhere with the opinion that "a diagnosis now not only involves a careful chemical and microscopical examination of urine, blood, sputum, stomach contents, fecal excreta, and spinal fluid, but also one or more series of x-ray photographs, electro-cardiograms, protoscopic, cystoscopic and ureteral examinations, and the like." The treatment of varicose veins is dismissed as a cosmetic procedure in spite of the pain and fatigue usually present in such cases; and lesions, minimized in one chapter, are endowed with formidable potentialities in another.

Dr. Tannenbaum and Mr. Branden describe their book as "a public trial of the medical profession." If their simile is accepted, comparable trials that come to mind are the Scottsboro and the Mooney cases. The reader

gets a distinct impression that the defendant is being "framed."

There are many grounds on which modern medicine—and present-day practitioners—can fairly be criticized. To announce omnipresent and pervasive corruption within the profession, however, is contrary to general experience. The authors weaken their case by gross and apparent exaggeration. Their prosecuting tactics are all too reminiscent of a district attorney up for re-election who is going to get a conviction at any cost.

It should be added that the goal sought by Dr. Tannenbaum and Mr. Branden is not personal. The desideratum they envisage is a public health system in which medical service, including hospitalization, would be available to all citizens without charge. The physician would be an employee of the state, working during specified hours for a fixed salary. In short, going beyond compulsory health insurance, the authors have embraced simon-pure state medicine, as practiced in Soviet Russia.

While it is not the function of a review to argue social theory, it is permissible to point out some of the discrepancies and inconsistencies in the arguments cited. In an early portion of the book the authors comment adversely on political influence in the appointment of physicians to public hospital staffs; but they brush aside the possibility that similar forces would attempt to dominate the actual practice of medicine if the

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latter were under state control.

Other contradictions crop up in connection with the costs of the public health system described. The authors reject the suggestion that dispensary doctors be paid for their services, on the ground that many clinics would have to close their doors if their medical staffs received compensation; but they are convinced that the far vaster sum required for a complete state medical system could easily be raised by taxation. The difficulties experienced in the quest of new sources of revenue for present governmental expenditures hardly support this belief.

A third striking discrepancy enters into the question of medical salaries under the proposed system. In outlining their plan, Dr. Tannenbaum and Mr. Branden confidently suggest \$1,000 a year for internes, \$2,500 to \$5,000 a year for practitioners, and up to \$10,000 a year for approved specialists. On sober second thought, however, they admit that "what

salaries would be paid to physicians under the public health system cannot be predicted."

To this reviewer at least it does not seem likely that the public health system described by Dr. Tannenbaum and Mr. Branden would solve "The Patient's Dilemma," particularly if the conditions of practice were as described. They themselves say early in the book that "It is the man behind the gun who wins the battle and not the mechanical contraption itself, cleverly assembled though it may be." If the American physician were as mercenary and unscrupulous as these authors depict him, no system could furnish any assurance of able, conscientious medical service.

"The Patient's Dilemma" will give comfort and support to the habitual opponents of medicine. Fortunately, the progress of medical science in this country and the steady gain in individual and public health do not bear out the dark picture it paints.



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FOR more than 66 years, the Heinz 57 Seal has been a pledge of quality unsurpassed. In the first bitter fight for better food laws, the House of Heinz played a crusader's role, firmly convinced that the packing of food products constitutes an obligation to supply the utmost in quality.

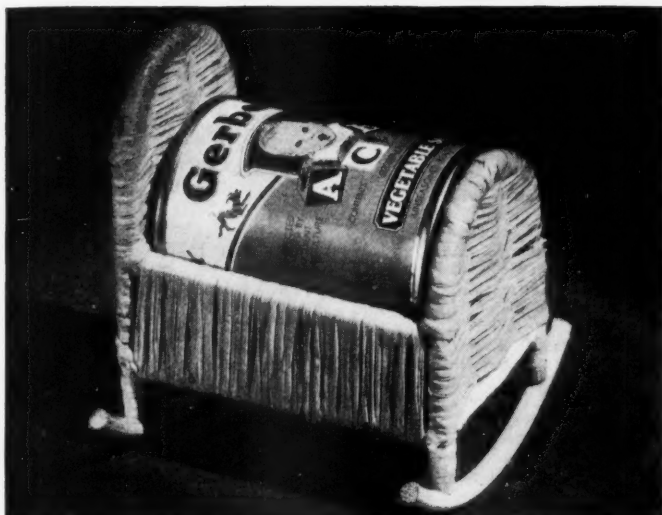
Naturally, when Heinz, a few years ago, introduced Heinz Strained Foods, many members of the medical profession interpreted this move to mean a further pledge of uniform quality.

In this they have not been disappointed, Heinz has fulfilled the obligation implied by its Seal of Quality. The American Medical Association's Committee on Foods has put its definite stamp of acceptance on quality, the nutritional value, the uniform goodness of Heinz Strained Foods—and the honesty of its advertising! Each spotless, enamel-lined tin bears the Seal of Acceptance.

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HEINZ STRAINED FOODS

9 KINDS—1. Strained Vegetable Soup. 2. Peas. 3. Green Beans. 4. Spinach. 5. Carrots. 6. Tomatoes. 7. Beets. 8. Prunes. 9. Cereal.



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We call it "Shaker-Cooking." It is the new, improved method which makes Gerber's strained vegetables and cereal better than ever for babies.

The principle is simple. Just as the housewife *stirs* the contents of her saucepan, to insure more uniform cooking and prevent burning, so Gerber *shakes* the little sealed cans throughout the cooking process.

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Investment Highlights

By FRANK H. McCONNELL

THE stock market has advanced for almost eight months with only minor halts. Some reaction, even of minor proportions, would seem to be in order.

Nevertheless, shrewd investors hesitate to sell present holdings in the expectation of buying them back cheaper. This is a maneuver which interests traders but is not recommended for the average professional man. Indeed, with all their acumen, traders usually lose in the long run.

Sound policy apparently dictates a course of holding on to present investments in good quality securities, whether bonds or stocks, but deferring additional purchases for awhile on the assumption that the market may dip a little before resuming its advance. In this connection, the point may be made that the market, too, is entitled to its "breathing spell."

Insurance Companies Buying

Purchases of securities by leading American life insurance companies this year will approximate \$3,000,000,000. Most of this investment is in the United States Government obligations. Second largest group of securities bought has been first mortgage public utility bonds. The \$3,000,000,000 total purchase for the year will be the largest on record for any one year. It will roughly double the 1934 figure.

Increased insurance company buying reflects decided improvement in the condition of the nation's finances. It shows that people again have money over

and above their current needs which can be saved.

The choice of securities bought by insurance companies is also significant. Regardless of nationwide agitation over new public utility legislation, the great insurance companies have continued to add to their holdings of first mortgage public utility bonds. Apparently they feel that a first mortgage on a power plant is good, regardless of whether public utility holding companies are dismantled, or whether cities in some cases take over the operation of their own light and power plants.

A Possible Building Boom

While many industries have made marked progress this year, a few have definitely lagged behind the parade. One of these is the building group. But better times appear now to be ahead for it.

Here are some figures furnished by Edward J. Harding, managing director of the Associated General Contractors of America:

A deficit of at least \$18,000,000,000 in private construction has accumulated over the last five years. In other words, the normal, annual, new construction needs of the country have been deferred from year to year, with the result that \$18,000,000,000 of such construction—which should already have been completed—now remains ahead of us before our housing supply can be considered adequate.

This prospect lends attraction to securities of companies en-



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This same formula may well be applied to the choosing of a practical dentifrice.

STOP

and consider the effectiveness of Bost Tooth Paste and Powder in removing organic stains and deposits from the enamel surfaces without unfavorable cumulative action. The dissolving action of the emollient oils avoids abrasion.

LOOK

at our advertisements to the laity as well as to the Profession. We refrain from making any therapeutic claims for Bost products whatever. We go further to stress the fact that Bost Tooth Paste in no way eliminates the need for periodic examination and prophylaxis.

LISTEN

to the many claims that attempt to place various dentifrices in the classification of medicaments. Bost Tooth Paste is a good dentifrice—based on a sound scientific formula—and designed to bring back to the teeth the color and lustre that Nature endowed...and no more.

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bases its dependence for professional support on the soundness of its product and policy.

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gaged in the building industry and its allied lines except possibly for most of the cement-making companies. True, they should sell more cement, but this division is still suffering from the constant threat of overproduction.

Common stocks of the strongest companies in the building industry, which have not advanced nearly so spiritedly as most securities, hold speculative attraction for next year.

Brighter Picture in Oil

The American oil industry is expected to have earned greater aggregate profits in 1935 than at any previous time since 1930. Moreover, current outlook indicates that the oil companies should earn more money next year than this.

Difficulties in the important California oil-producing territory have been patched up; the gasoline price war is at an end; and production of oil, which for several weeks ran altogether too heavy for the industry's well-being, has now been curtailed.

Traditionally lagging somewhat behind other groups of stocks, but eventually making up the difference, the oil shares this year have not advanced proportionately with other classes of securities. But it seems likely they will catch up in the not too distant future. The oil shares have greater speculative attrac-

tion now than at any previous time this year, but care should be shown in making purchases. Such commitments should be rigidly restricted to the securities of large companies which are nationally known—and any man who drives an automobile can judge quickly what companies fall in this classification.

Business Machines Clicking

Manufacturers of typewriters and other office equipment are doing substantially better this year than last. A leading company announces that its business is about 50% ahead of 1934. Another reports that in October it had its largest sales of office equipment in history.

Reasons for this improvement are not hard to find. General business has improved and more new offices have been opened. Moreover, many concerns have found that it promotes office efficiency to buy new equipment rather than to work with obsolete machines.

The outlook for 1936 is considered good. While stocks of these companies have advanced, particularly the preferred stocks to which attention was called some months ago, further gains seem in order.

A Blow at Chain Stores

Ordinarily the shares of leading chain store companies hold high attraction for investors be-

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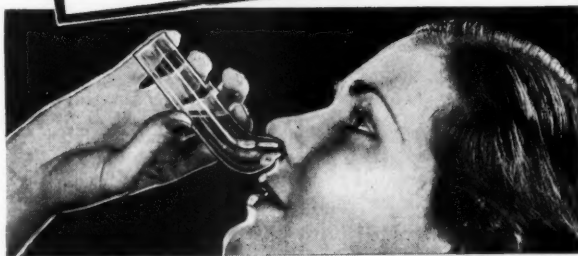
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Formula contains Biliary Salts, Podophyllum, Aloinum, Extract Nucis Vomicae, Atropinae Sulphas, and Capsicum. No nausea, griping or diarrhea. Send 50c for a bottle of 100, or \$2 for a bottle of 500 tablets. Do it now before you forget. Samples on request.

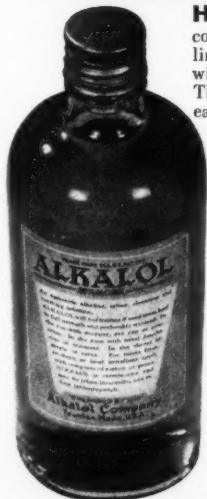
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conditions may be alleviated through nasal cleanliness—often indicated by flushing the nasal tract with Alkalol used with the Alkalol Nose Glass. The Alkalol Nose Glass may be purchased for 25c each from The Alkalol Company, Taunton, Mass.



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has proven

of general benefit to many
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cause of their excellent record over a period of years. However, the outlook for these companies at present is more than usually beclouded. They face two major difficulties.

First, growing evidence of legislative hostility. In a number of states laws have been passed which aim directly at handicapping the freedom of chain stores which usually can undersell the smaller competing neighborhood stores. In addition, efforts will be made at the next session of Congress to restrict their activities through federal legislation.

Second, commodity prices are rising. Higher costs of materials tend to limit the number of articles which chain stores can sell for 5, 10, and 25 cents per item. This keeps sales volume from increasing as sharply as it might among stores which do not set definite price limits. In addition, rising costs mean smaller profits unless prices to the public can be increased—which is, of course, a difficult process in the case of chain stores.

For these two reasons—particularly the first—caution dictates a waiting policy before investing in shares of chain companies.

Retain Good Bonds

While the possibility of rising prices naturally attracts many people to the stock market, prudence still points to the advisability of keeping a sizable portion of every investor's funds in bonds. Only in case of runaway inflation (where the dollar loses its value and prices of foodstuffs, rentals, and necessities go skyrocketing) are bonds unattractive.

There is no indication that such inflation is in even remote prospect.

Consequently, the holding of a major share of investments in bonds is still to be recommended. United States Government bonds, of course, head the list in terms of safety and general attractiveness.



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PRODUCES DESIRED RESULTS WITH ONE-HALF THE DOSAGE OF CERTAIN OTHER BARBITURATES

Because of the small dose and short action Nembutal is clinically the safest barbiturate. This is desirable not only in surgical cases where the rapid effect, smaller dose, and pronounced sedative with short period of hypnotic action are of advantage; but also in insomnia, epilepsy, in the convulsions from strychnine and other poisoning, eclampsia, delirium tremens, hysteria and nausea from any cause. Nembutal supplements morphine to control the pain of early cancer and also augments the action of narcotics, reducing the amount necessary wherever the latter are indicated. It has been widely used with successful results in obstetrical cases, either with or without morphine and scopolamine hydrobromide, with no reported harmful effect on the uterine contractions or the baby. Supplied by all prescription pharmacies in $\frac{1}{2}$ -gr. and $1\frac{1}{2}$ -gr. distinctive yellow capsules. Specify NEMBUTAL, ABBOTT!



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Send physician's free pocket sample of Nembutal, Abbott, to

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for **EFFECTIVE** iodine therapy
prescribe **SYRUPUS ACIDI HYDRIODICI**
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Indications include: common colds, pneumonia and other pulmonary affections, laryngitis, bronchitis, pharyngitis, infections, influenza, syphilis, glandular enlargements.

To insure dispensing of the genuine product and to prevent substitution—SPECIFY GARDNER'S in original 4 and 8 ounce bottles. Each fluid ounce contains 6.66 grains of pure, resublimed iodine. It is palatable, acid in reaction, assuring the constitutional effect of iodine without causing gastric irritation.

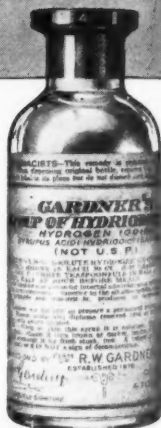
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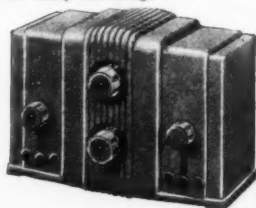
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Not only is boilable and remains cool even when continuously used, but the handle that naturally fits the hand comfortably and restfully. Shadow-free, spotlight illumination. No troublesome swivel. Electrodes always at the correct and comfortable angle. Trigger control.

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See its many advantages.

The MOST Compact cautery that provides more than ample capacity for all major cauterization procedures... your first few cervical cases will more than pay for the 10th Anniversary Complex Cautery... one plug connects cautery and cautery lights, no external terminals to short circuit... no conflicting cord tips to connect... double range current. PRICE COMPLETE \$38.50 WITH CHOICE OF ANY 3 STANDARD TIPS.

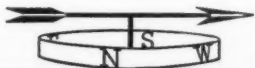
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THE NEWSVANE

★ *Health Insurance Pause*

"We know that medical care still needs to be extended to thousands who have not the means to pay for it," reiterated President Roosevelt recently on the occasion of launching the 1935 Mobilization for Human Needs.

Spurred by the implications in the sentence, MEDICAL ECONOMICS' Washington correspondent set out to discover if health insurance legislation was definitely in the wind for the coming year. Inquiry revealed that the social security board, probable source of such legislation, has had scant time to consider it—what with a skeletonized personnel, lack of funds, and the business of getting ready for unemployment compensation, old age benefit, and other sections of the social security act. So, for a while at least, the profession's "breathing spell" continues.

★ *Statistics Limited*

Members of the Indiana State Medical Association grinned recently at this report which was submitted to their House of Delegates:

Gentlemen:

Your statistician begs leave to report that, seemingly, the tremendous numbers of hypertrophied arithmetical figures and computations coming out of Washington have had a very sedative effect upon the desires of our members for statistical exercises in their own field. Therefore, I am forced to report that no de-

mands have been made upon the statistician during the current year.

I believe that the only way in which this office may hope to compete with our political brethren would be to begin reporting actual bacterial counts per cubic centimeter, or square inch, etc., since those that may dance on the point of a needle would fall far short of what we are daily accustomed to in the way of numerical reports, taxes, etc.

Respectfully submitted,

A. W. Cavins, M.D., Statistician

★ *Judge Alias Doctor*

It is generally conceded that the medical profession is the high court of opinion as to the value of pharmaceutical products. Recently, the consensus was upset. It happened when Judge Steinbrink of the New York Supreme Court, settling his judicial robes firmly around his shoulders, handed down an opinion that phenolphthalein is safe and not inherently dangerous. His decision closed the books on a suit that Mrs. Rose Sims had brought against the Health Products Corporation, manufacturers of "Feen-a-mint," and the Liggett Drug Company which purveyed the gum laxative to her. She had complained that after chewing came rashes—due, she said, to the phenolphthalein in the gum.

Judge Steinbrink found that rash-ridden Mrs. Sims was hypersensitive to the drug and that her

injuries resulted not from "Feen-a-mint" as such but from her peculiar susceptibility to one of its ingredients harmless to the vast majority of mankind.

The court demonstrated its knowledge of allergic reactions by classing Mrs. Sims with persons who are upset by ordinary drugs and food such as aspirin, bromides, strawberries, sea food, etc.

★ P.G. Work Stinted

Of the \$11,000,000 spent annually on the nation's medical schools less than three per cent is allotted to postgraduate study, according to a recent statement by Dr. Willard C. Rappleye, dean of Columbia University's College of Physicians and Surgeons.

Dr. Rappleye cited this in support of his contention that what the country needs is "better, not more, physicians." He added that those who are already in practice

and qualified to specialize should be given more opportunity to prepare themselves sufficiently for advance work. Funds for this, he suggested, might well be diverted from the wealth spent by philanthropists on "sentimental and theoretical movements."

Dean Rappleye's idea is similar to one heard recently by delegates to the convention of the Association of American Medical Colleges. Pointing to the fact that lack of funds for education aborts many a brilliant medical career, Professor Harry N. Holmes of Oberlin College said "... the foundations might well play an important part in saving outstanding medical students who might help the advance of medicine."

★ Medical Costs Cut

Results of recent research promise that the medical profession will be able to reduce its budget

GRAY'S GLYCERINE TONIC COMP.

Formula Dr. John P. Gray

CONSTITUENTS — Glycerine, Sherry Wine, Gentian, Taraxacum, Phosphoric Acid, Carminatives.

INDICATIONS — Auto-Intoxication, Atonic Indigestion, Anemia, Catarrhal Conditions, Malnutrition, Nervous Ailments, General Debility.

DOSAGE—Adults: Two to four teaspoonfuls in a little water before meals three or four times daily.

Children: One-half to one teaspoonful in water before meals.

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A Tonic of known dependability that can be prescribed at any season of the year

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PURDUE
FREDERICK
CO.

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The "IMPROVED HYPEROL"

is the subject of a brochure in which are submitted reasons for the omission from its formula of *Ergotin*.

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The active ingredients of

HYPEROL

(a Utero-Ovarian
Tonic and Corrective)

are: Hydrastine, Quinine, Ferrous Carbonate (Blaud), Aloin and Apiol.

It is suggested for the relief and correction of functional disorders of women.

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This brochure and samples of Hyperol will be gladly supplied on request

SUGGEST THIS GOOD LINIMENT

● When a little massage with a good liniment will do the work—and your patient seems in doubt about what is a good liniment—you might suggest Absorbine Jr.

Absorbine Jr. has been known favorably to the profession, and the public, for over forty years. It will not blister; it is made of safe ingredients.

If you will mail us your professional card we will send at once a professional sized bottle of Absorbine Jr. with no obligation to you. W. F. Young, Inc., 207 Lyman Street, Springfield, Mass.



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REMEMBER—for more than 40 years Absorbine Jr. has helped relieve sore muscles, muscular aches, bruises, sprains, Athlete's Foot.

DEPENDABLE SANDALWOOD OIL THERAPY

IN ACUTE OR CHRONIC INFLAMMATIONS OF THE UROGENITAL TRACT

In Gonorrhea, Cystitis, Vesical Catarrh, Prostatitis, Urethritis, Pyuria, Pyelitis, Pyelonephritis, prescribe

ARHEOL (ASTIER)

Arheol is the purified active principle of East Indian Sandalwood oil, freed from the therapeutically inert but irritating substances found in the crude oil—a chemically pure, standardized preparation with which uniform results with identical doses may be expected.

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**Worn, the world over, for
every condition requiring
Abdominal Support.**

Every belt is made to order.

Ask for literature

**Katherine L. Storm, M. D.
1701 Diamond St., Philadelphia**

for preventive material.

Dr. Thomas M. Rivers of the Rockefeller Institute demonstrated a new smallpox vaccine to several hundred officers assembled recently at Milwaukee. They were told that the vaccine does away with scars, pain, sores, mild illness, and the risk of tetanus. It is administered by intradermal injection. Little time is needed to prepare a supply of it. The cost of the new substance, which has been subjected to three years of developing and testing, is one cent a dose. That is less than the cost of the glass ampule in which the vaccine is sealed for shipment.

Two considerations may hamper acceptance of the vaccine. In the first place, a number of health officers have said that they were not so sure about the value of having a vaccine that would leave no scar. "It is very nice," said they, "for public health officers to have the evidence of a scar." The other difficulty is that, as yet, the duration of immunity given by the new substance has not been discovered. One year is the longest time it has been on trial. However, immunity was successfully maintained during that period and the Institute hopes for the best.

★ *New Job for Doctors*

Physicians, attorneys, and psychiatrists will find new opportunity for exercising their skill if Rabbi Sidney E. Goldstein has his way. Last month the well-known Jewish leader, chairman of the social justice commission of the Central Conference of American Rabbis, took schools and colleges to task because they do not offer courses to guide young people through the marriage maze. He advocated a new state department to be known as the department of domestic relations. Under it, representatives of law and of medicine would be retained and charged with the duty of protecting the sanctity of marriage by discussing its problems at educational institutions and by main-

A contribution to modern medicine

MAZON FOR ECZEMA

An acknowledged advancement in dermal therapy

DISTINCTLY MODERN

Not a smear! There is no greasy residue. Mazon is completely and rapidly absorbed.

No Bandages! Permit air to act freely. Allays itching immediately. Will not stain.

Economical! Permanency of results establishes Mazon as an effective and economical treatment.

Professionally endorsed:

"It has been my pleasure to prescribe your Mazon with uniform success in cases of eczema, etc. children and adults." Dr. J. M. F.—Chicago

"I have yet to come across so satisfactory a product as Mazon. I have tried it on several stubborn cases of acne with the most astounding success." Dr. J. C.—Chicago

"It is the only eczema cure worth ad—that I have found in my 35 years General Practice." Dr. N. P. H.—Nebraska

MAZON SOAP

- ABSOLUTELY PURE
- NO SYNTHETIC PERFUME
- NO ARTIFICIAL COLORING
- NO FREE ALKALI
- FOR PERSONAL HYGIENE

INDICATIONS:

PSORIASIS
ALOPECIA
RING WORM
ACNE
DANDRUFF
ATHLETIC FOOT
AND OTHER SKIN
DISORDERS

THERE ARE NO SUBSTITUTES FOR MAZON

Dispensed in
1, 2 & 4 oz. jars

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Dependable Pharmacies

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**PRESCRIBE
NEO-EFEMIST (HART)**

*The Silver containing Ephedrine
Solution*



Combines the advantages of Silver Protein (mild) and Ephedrine Sulphate in an agreeable aromatized preparation.

Send for
Complimentary
Bottle—
TODAY

HART DRUG CORP.,
35 S.W. 2nd St., Miami, Florida
Please send me complimentary bottle of
Sol. NEO-EFEMIST (Hart).

.....M.D.

taining consultation centers where puzzled husbands and wives as well as nuptial-minded youngsters could learn and be helped.

★ Cancer Absurdities

An appallingly small percentage of the number of persons who died of cancer in 1934 ever appealed to a licensed doctor for help, according to an estimate recently made by Dr. Ira Kaplan, director of the division of cancer in the New York City department of hospitals. This statement which paralleled other claims throughout the country inspired the New York City cancer committee to do something about the widespread ignorance of methods of treating cancer, and to urge people to seek proper treatment from a licensed physician when cancer symptoms appear. The committee, through newspaper articles, called attention to the ridiculous "cures" that have been foisted on laymen. For

When the symptoms say
"DIABETES"

We are told by members of the profession that UVURSIN is effective in checking much of a patient's terror of Diabetes, because UVURSIN is an *oral treatment* in convenient capsule form.

We invite you to prove, under your own controlled conditions, that UVURSIN reduces sugar and effects symptomatic improvement in diabetics.

Mail the coupon today. Sufficient UVURSIN to produce clinical results will be sent you without charge.



ORAL • INNOCUOUS • EFFICACIOUS

John J. Fulton Company,
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Please send me your free 27-day treatment of UVURSIN.

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*is steadily growing in
use and reputation in
the medical profession.
It is prepared for pre-
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instance: A piece of blue glass through which the sun's rays may shine to heal cancer, Chinese perfume sticks to be burnt before a manure-smeared patient (a Senator of the United States has given a testimonial for this one).

★ Debate Spills Over

Early contentions that the high school debate question on "socialized medicine" would not confine itself to the forensic abilities of teen-age students have been justified. In addition to the higher grade arguments that will be advanced by college debating teams, last month's issue of the *Rotarian* promises that U. S. business men will soon be taking socialized medicine with their lunch. Besides articles on the question, the issue contains a bibliography which includes nearly all the publications of the Pollak Foundation and a generous slice of the re-

Ward off DISASTER

IN HYPERTENSION CASES

CEREBRAL apoplexy and cardiac decompensation are constant menaces unless blood-pressure is kept within reasonable bounds. Hepvisc reduces the reading 20 to 30 mm. Hg. in 4 to 12 hours. Effectively relieves associated headache and dizziness.

Prescribe 1 or 2 tablets $\frac{1}{2}$ hour before meals.

Sample and formula on request.

HEPVISC

CHALLENGES YOUR SPHYGMOMANOMETER

Anglo-French Drug Co. (U.S.A.) Inc.
1270 Broadway, New York, N. Y.

TOMPKINS' PORTABLE ROTARY COMPRESSOR

This apparatus is the outstanding value in portable compressors. It is strong and compact, and with all accessories, including a heavy canvas cover, weighs only 20 pounds. There are no belts, springs or valves to get out of order. The motor is quiet running and powerful. Screw type tapered couplings are used for all hose connections. There can be no leakage of either positive or negative pressure; tubes cannot come off during operation.

An ideal apparatus for the office, or at patient's home, for Sinus treatment, Nose or Throat Spray, or Tonsillectomy.



Complete with Accessories
as illustrated \$82.50

SKLAR

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The Scent of PINE FORESTS-

Refreshing . . .

Invigorating



PINEOLEUM'S pure pine oils, together with its other perfectly balanced therapeutic agents* bring the soothing and stimulating fragrance of pine forests to cold sufferers. In nasal catarrh, Pineoleum's refreshing scent will be especially appreciated.

Pineoleum is the original oil spray for rhinitis and acute coryza. Forms now available: Nebulizer spray or sealed 30 cc. dropper bottle—dropper bottle with ephedrine—Pineoleum Ephedrine Jelly in handy nasal applicator tube.

*See package label.

PINEOLEUM

Reg. U. S. Pat. Off.

THE PINEOLEUM CO.

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Please send samples of Pineoleum and Pineoleum with Ephedrine.

Name.

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ports of the Committee on the Costs of Medical Care. It is expected that before long hustling Rotary program committees will schedule socialized medicine debates.

Several county societies have suggested to their members that they give some thought to preparing themselves to accept invitations to demonstrate their knowledge of the question's pros and cons to butchers, bakers, and real estate men.

Perhaps more people than could be seated in ten-score high school auditoriums have already heard experts argue the points of the issue. On the afternoon of November 12 listeners on the NBC Red Network were exposed to a quartet of voices, two of which, belonging to Dr. Morris Fishbein and Dr. R. G. Leland, A.M.A. editor and medical economics director respectively, answered "no" to the affirmative arguments advanced by Dr. William Trufant Foster, director of the Pollak Foundation, and Professor Bower Aly, director of forensics of the University of Missouri and editor of the *Debate Handbook on Socialized Medicine*.

★ A-1 Boondoggle

Along with its government-financed projects to construct water holes on fox farms, build concrete checker boards, provide improved spawning beds for game fish, etc., the WPA recently decided to do something for Monroe County, New York. The county's planning board and board of supervisors went into a huddle, came out of it with a recommendation for a \$10,440 survey of the county's pre-school age deaf children.

Word of the proposed expenditure reached the ears of the Monroe County Medical Society. After a number of conferences, the chairman of the society subcommittee on deafness and the hard of hearing succeeded in convincing the district director of the



Insomnia

IN this harmful and distressing condition, however induced, whether by worry, fear or anxiety, lies many an incipient breakdown, many a minor tragedy in this restless nerve-wearing age.

Peacock's Bromides

is not a direct hypnotic in the sense of morphine or choral. It conjures sleep by quieting the central nervous system.

NOT A DRUGGED SLEEP

A synergistic mixture of the pure bromides of alkali and alkaline earths—fifteen grains to the fluid dram—which has achieved successful results in insomnia, epilepsy, uterine congestion, headache and all congestive, convulsive and reflex neuroses.

*Introduced to the Profession in 1885.
Fifty years of clinical experience.*

Write for sample and "Encyclopedic Diagnosis of Nervous and Mental Diseases." Please mention this Journal.

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Pharmaceutical Chemists

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MAKERS OF
SANMETTO — CACTINA PILLETS — PRUNOIDS — CHIONIA — SENG

WPA that the project was ill-advised. Reasons: It is impossible to detect deafness in children before age three, public and special schools take them over when they attain five (thus, the project would be limited to children between three and five), and furthermore, the project presupposed subsequent training of a deaf child without making any provision for same. To clinch the matter, it was demonstrated that \$10,440 would be spent to survey just about 14 children. Result: Cancellation.

★ *Medical C. of C.*

Members of the Montgomery County Medical Association have been congratulating themselves on their decision early this summer to tie in with the business men of the county. In June the medical division of the Montgomery County chamber of commerce was organized in Crawfordsville, Indiana, by members of the county society. Purposes of the coalition are as follows: (1) to discuss, at monthly meetings, professional business problems and to cooperate in their solution, (2) to strengthen the professional group for more active promotion of civic affairs, (3) to provide, through the chamber of commerce, ethical publicity activities, thereby promoting the physicians' business interests, (4) to bring about more active use by physicians of the chamber's credit bureau.

★ *Service Bureau Serves*

An emphatic example of how the Wayne County Medical Service Bureau protects the public against spurious medical service was recently reported. A Detroit layman, puzzled by an ailment that wouldn't go away, thought it would be a smart idea to communicate with a so-called medical company whose advertising had come to his attention. He wrote to them, told them as best he could about his trouble. Quickly a reply came back guaranteeing a cure in return for \$250. The patient didn't have the money. He took his problem to his employer who, when he heard the story, told him to get in touch with the Medical Service Bureau. There he was soon convinced that his own family doctor was the man to see. The condition was entirely different from the one he and the advertising medical company had decided it was. A 50-cent box of salve, recommended by his physician, effected a cure.

The bureau was not surprised to find that the high-priced competitor of the family doctor was a fake.

★ *A.C.S. Meets and Listens*

More than two thousand Fellows of the American College of Surgeons converged on San Francisco for the college's annual clinical congress held October 28 to November 1. They heard Doctor Robert B. Greenough of Bos-

7 OUT OF 8 GET RELIEF

OF HIGH BLOOD PRESSURE SYMPTOMS

Burnham's Soluble Iodine proved 87% successful in relieving high blood pressure symptoms in a clinical test reported by Dr. Frederic Damrau, of New York. Of 31 patients treated, 27 were benefited.

The *active* molecular iodine in BSI does the work. It produces quicker and longer effect in smaller dosage. Prescribe 20 to 30 drops in half a glass of water ½ hour before meals.

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SAMPLES
ON REQUEST

BURNHAM SOLUBLE IODINE CO., AUBURNDALE, BOSTON, MASS.

**IN TREATING
CONSTIPATION,
REMEMBER—**



Sal Hepatica Corrects Acidity, Too

BEFORE dietary measures and other treatments can take full effect in the correction of constipation, physicians agree that it is well first to rid the system of accumulated toxins. And also to correct acidity . . . lowered alkaline reserve which so often accompanies faulty elimination.

Sal Hepatica, they know from long experience, is a mild yet thorough laxative and an effective *alkalinizer* as well. Gently it sweeps the intestinal tract free of irritating poisonous products. And its balanced

alkalinizing action helps restore normal alkaline reserve to the bloodstream . . . counteracts acid condition.

When an acid condition persists, Sal Hepatica, taken two or three times daily in alkalinizing doses, i.e. $\frac{1}{2}$ teaspoon to a glass of water, completely restores the alkaline reserve to normal . . . eliminates acid condition. Complete recovery is speeded up. If you'd like to make a test of Sal Hepatica, just mail the coupon below and we'll send you a generous complimentary supply.



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MEMO to Bristol-Myers Co., M 75 West Street, N. Y. C.

Without charge or obligation on my part, kindly send me samples of Sal Hepatica to be used for clinical purposes. (I enclose my card or letterhead.)

Name.....M.D.

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FAITH WITH
PHYSICIANS**

EPHEDRIA-DIONIN COMPOUND (TILDEN)

EXPECTORANT—SEDATIVE

Dionin, Benzocaine, Ephedrine Sulphate, Potassium Guaiacol Sulphonate, Cephaline Hydrochloride, combined in a manner exclusive with Tilden.

Physicians have prescribed Ephedria-Dionin Compound (Tilden) in COMMON COLDS AND OTHER RESPIRATORY CONDITIONS with satisfactory therapeutic effect, which is proved by its continued and larger use ethically.

The public has heard of Tilden specialties only through prescription or dispensing by the medical profession. The labels bear no therapeutic claims intelligible to the laity.

Literature and clinical trial packages have been furnished to physicians only.

THE TILDEN COMPANY

*The Oldest Pharmaceutical House
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for Acute & Chronic

ARTHRITIS



INTRAGLUTEAL ADMINISTRATION

Endogen "A" combines a leucocyte-increasing sulphur compound with a standardized non-specific protein for the more successful treatment of arthritis. After the first or second injection the pain usually disappears.

Supplied in 2 cc ampoules packages of 12 and 25 ampoules.

ENDO PRODUCTS, Inc.

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ton, outgoing president, devote much of his farewell address to medical economics. He asked: "Shall the surgeon permit himself to be made the mechanical assistant of the attending physician?"; answered, emphatically, *no*; and went on to say that surgeons must be put in complete charge when they accept patients.

International



DONALD C. BALFOUR, M.D.

1936 president of the American College of Surgeons.

Surgeon Greenough cited the difficulties that follow failure to discuss fees with patients before an operation and suggested that the expense of surgical services be included in the usual discussion of the cost of hospital accommodations. Thus, he explained, the fee question is introduced from the standpoint of the patient's financial welfare and is not likely to cause misunderstanding about the surgeon's motives.

When Dr. Donald C. Balfour of Rochester, Minnesota made his bow as the new A.C.S. president, he matched a proud occasion with a proud observation. Said he: "The improvement of medical

Effective LAXATIVE MEDICATION

Sodium Glycocholate..... $\frac{1}{4}$ gr.
Sodium Taurocholate..... $\frac{1}{4}$ gr.
Phenolphthalein $\frac{1}{2}$ gr.
Extract Cascara..... $\frac{1}{2}$ gr.
Aloin $\frac{1}{8}$ gr.

TABLETS

OXIPHEN



Oxiphen Tablets are particularly useful in habitual constipation because they produce gentle, yet effective laxative action throughout the intestinal tract, stimulating activity of both the secretory organs and the intestinal musculature. They may be used over extended periods without losing their

effect, and without an increase in dosage and, as normal function is re-established, the dosage may be gradually withdrawn without a return of the condition. The formula contains no toxic drugs, and does not produce the "cathartic habit".

The Oxiphen formula combines the hepatic stimulant and chologogue action of the bile salts ("the only reliable chologogue known"—Cushny) with the tonic laxative effect of cascara, the simple laxative action of phenolphthalein and the stimulant action of aloin on the colon. Kindly use the coupon for literature and clinical sample.

PITMAN-MOORE COMPANY

Indianapolis

PITMAN-MOORE COMPANY, Indianapolis

M.E. 12-35

You may send me a sample of Oxiphen Tablets for clinical use.

M.D.

Address

City State

practice in the smaller communities has been such that the care of the sick in America is not excelled in any other country of the world." However, Dr. Balfour is less enthusiastic about one phase of American medicine. Speaking of the training demanded of surgeons here, he lamented that "...in respect of requirements we can not claim to be as advanced as are some other countries."

PELTON *Surgical* CUSPIDORS



.. MODELS FOR
EVERY TYPE OF
INSTALLATION

\$48.00 and up
Write for Catalog

THE PELTON & CRANE CO., DETROIT, MICH.

★ Radio on the Carpet

Last spring 21 broadcasting stations when they applied to renew their licenses were given temporary permits instead (June, MEDICAL ECONOMICS.) This resulted from the fact that the stations had broadcast the wonder of "Marmola," a fat-reducer and allegedly dangerous to take except with a doctor's advice. The stations were told to plead their case at a hearing last October. By the time the four-day hearing was opened, only three of the original 21 had to attend. The others had returned to the good graces of the Federal Communications Commission by discontinuing the objected program and promising to be generally good. The three non-compromising stations: KNX, Los Angeles; KFRC, San Francisco; and WTM, Milwaukee; decided to give the FCC a run for its authority.

It is expected that if as a result of the hearing the commission decides to take away the stations' licenses, they will appeal and perhaps get to the U. S. Supreme Court. Anning S. Prall, Commissioner of the FCC, has evidently decided that the show-down is to be a thorough one. Once and for all, it appears, he wants to settle his authority over programs devoted to allegedly fake food and drug claims. Elaborate preparations have been made to sustain the contention that the "Marmola"-advertising stations have not been operating for the good

STYPTYSATE

Prevents and controls seeping hemorrhages

Liquid

Tablets

ERNST BISCHOFF COMPANY

Incorporated

135 Hudson Street

New York, N. Y.

DEPENDABLE SEDATION

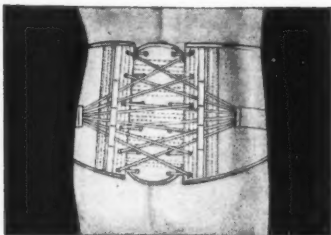
What is more welcome to the patient with frayed and "jumpy" nerves than the calmness and tranquillity which descend upon him after the administration of Bromidia (Battle) . . . The dependable sedative influence of Bromidia rests upon the synergistic action of several reliable sedative drugs which, in addition to the bromide, are incorporated into this time-tested and proven preparation . . . Bromidia is safe in the recommended dosage; no untoward after-effects follow its administration . . . Write for sample and literature.

BATTLE & CO., ST. LOUIS, MO.



BROMIDIA

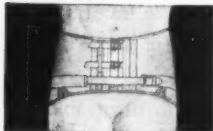
(BATTLE)



SACRO-ILIAC

The improved JIFFY Sacro-Iliac Supporter is recognized as the most efficient appliance ever devised for the relief and support of Sacro-Iliac subluxation. A pull of the adjustable lace straps gives a corrective, comfortable pressure in the region of the sacrum and brings immediate relief. Fitted with either corset steel or slide buckle front. With thigh straps for men. With garters for women. If your dealer does not have the Improved JIFFY Sacro-Iliac Supporter, address James R. Kendrick Co., Inc., 6139 Germantown Ave., Philadelphia, or 76 Madison Ave., New York City.

Careful design and construction of the JIFFY Sacro-Iliac Supporter allows Nature to work unhindered to effect a cure.



ORAL SEPSIS

checked by

ASEPTINOL

Aseptinol Powder is highly recommended as a mucous membrane antiseptic and deodorant for all cavities including the mouth.

A physician writes: "I can highly recommend your Aseptinol Powder as a powerful germicide for use as a mouth wash in proper solution; also your Aseptinol Ointment in the treatment of bleeding gums. I have been using it for some time to the greatest advantage in my office."

ASEPTINOL MFG. CO., Baltimore, Md.

Send me liberal free sample of Aseptinol Ointment (Ungt. Aseptinol Comp.)

..... M.D.
..... Street
..... City State

of the people (the FCC has no statutory authority to censor radio programs, but the Radio Act charges it with seeing that the stations are operated "in the public interest." Members of the commission's legal staff were sent to Los Angeles to garner statements from physicians, perfumers, and others as to the merits of "Marmola" and the radio programs ballyhooing it.

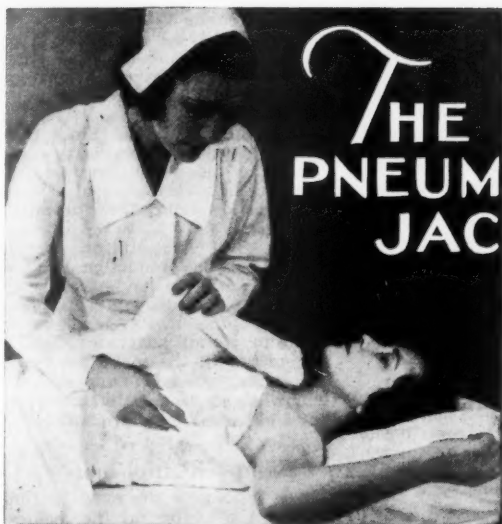
During the hearing in Washington half a dozen chemists and other experts from the Food and Drug Administration testified as to the worth of the reducing compound. Dr. William Earl Clark, Washington, D. C., took the stand and gave his opinion of the substance and the various claims for it that have been made during broadcasts. He assured his listeners that the latter were "untrue from a medical standpoint."

No definite statements have been made as to what the communications commission will do if its authority is proved toothless. However, there have been hints to the effect that if its efforts in the "Marmola" case prove fruitless, it will attempt to regain effectiveness by cooperative agreements with the Federal Trade Commission. The idea being that the latter will handle complaints referred to it by the FCC.

Jurisdiction exercised by the trade division over radio advertising has been called largely ineffective for more than a year. It has no power to punish and can only make advertisers discontinue the use of specific phrases found objectionable. Consequently, leaders in the fight to drive quack quacking out of loudspeakers hope that the fat-reducer case will find the communications group upheld in its action.

★ M.D.'s to O.K. Drivers

Medicine may join the big parade against sudden death on the highway. This is indicated by suggestions advanced by New York's Westchester County Medical Society. Last month the so-



THE PNEUMONIA JACKET

A simple pneumonia jacket, to cover the entire chest, may be made from cotton between two layers of gauze.

The effectiveness of the pneumonia jacket may be increased by adding the emplastrum Numotizine.

This Cataplastm-Plus, heated to body temperature, is spread on gauze or cheesecloth, placed on the chest front and back, and covered with the pneumonia jacket.

Numotizine exerts an antiphlogistic and decongestive effect which is enhanced because of the medicinal ingredients.

FORMULA

Guaiacol U. S. P.....	2.6	Quinine Sulphate	
Beechwood Creosote		U. S. P.....	2.6
U. S. P.....	13.02	C. P. Glycerine and	
Methyl Salicylate U.S.P.	2.6	Aluminum Silicate	
Formalin.....	2.6	q. s. ad.....	1000 pts.

NUMOTIZINE, Inc.

900 North Franklin Street - - Chicago, U. S. A.

NUMOTIZINE, Inc.

900 North Franklin St., Chicago, Ill., Dept. M. E. 12

Please send me clinical sample of Numotizine together with literature.

Dr.

Address.....

City..... State.....

ciety echoed Dr. David Kaliski, of the New York Academy of Medicine, who had previously addressed a session of the Eastern Conference of Motor Vehicle Administrators. He submitted that medical and psychiatric tests of would-be drivers should be a prerequisite to granting them a license. Furthermore, he advised, it would be a good thing to have these tests repeated at five-year intervals until a licensee is fifty-five or sixty and every year thereafter.

It has been estimated that the process would result in a 33% reduction of the nation's road accident toll.

★ Doctor's Ally Honored

The medical profession liberally acknowledges the contributions that have been made to its work by outstanding men in the field of pharmacy, chemistry, and biology. This was attested recently by the presence of many distinguished physicians at a golden jubilee dinner honoring Dr. H. K. Mulford, nationally known pharmacist, chemist, and biologist. The dinner, held at Philadelphia's

Union League Club, was a testimonial to his 50 years of service to physicians and their patients.

Dr. Mulford started his career at the age of eighteen when he went to work for an essential oil house in New York. Since that day his interest has been dedicated to the perfection and improvement of branches of science of special significance to medicine.

In 1893, Dr. Mulford began studies on the production of diphtheria antitoxin and established the first laboratory in this country to produce it. Physicians know him to be an advocate of high standards in the manufacture of biological products and an acknowledged leader in biological and galenical standardization.

★ Skimmed Applicants

A procedure designed to improve the quality of the medical students it graduates as well as to cut down an excessive number of applicants has recently been adopted by Philadelphia's Temple University. Called the "Personality Test," it is based on a personal



the dependable urinary antiseptic

CYSTOGEN

Methenamine in its Purest Form

By the bromine test, active formaldehyde may be detected within 15 minutes after the oral administration of Cystogen. This germicidal solution washes the urinary tract and makes fetid, turbid urine clear and free of odor. Renal and vesical discomforts are also corrected and in proper therapeutic doses Cystogen does not cause toxic or irritating after-effects. *Send for free sample.*

CYSTOGEN CHEMICAL CO., 882-3rd Ave., Brooklyn, N.Y.

Ocy-Crystine

The Sulphur-bearing Eliminant—Detoxicant

Samples on Request

LABORATORIES at Salisbury, Conn.

Professional comments on the new publication...

VITAMIN THERAPY

Its Clinical Application

"Developed the subject logically and presented the facts convincingly."

"This book should be in every physician's library."

"It contains a world of information, properly arranged and described."

"Well thought out, concise, reasonable."

"It's a book well worth while for any physician to have."



This authoritative treatise discusses in a practical manner such subjects as:

The Mechanism of Vitamin Activity
Lack of Vitamins in the Average Diet.
Results of Deficiency as Commonly Encountered.

Functions of Each Vitamin.
Necessity in General Metabolism.
Clinical Application.

Complimentary copies of the First Edition available to the profession. Please enclose your letterhead or card with request.

NATIONAL INSTITUTE
6777 C Hollywood Blvd.,



OF NUTRITION
Los Angeles, Calif.

Ergoapiol (Smith)

Breaks the vicious circle of perverted menstrual function in cases of amenorrhea, tardy periods (non-physiological) and dysmenorrhea. Affords remarkable symptomatic relief by stimulating the innervation of the uterus and stabilizing the tone of its musculature. Controls the utero-ovarian circulation and thereby encourages a normal menstrual cycle.

MARTIN H. SMITH COMPANY
130 LAFAYETTE STREET, NEW YORK, N. Y.

Full formula and descriptive literature on request



Dosage: 1 to 2 capsules 3 or 4 times daily. Supplied in packages of 20.

Ethical protective mark MHS embossed on inside of each capsule, visible only when capsule is cut in half at seam.

3 FACTORS IN THE CONQUEST OF CONSTIPATION



**BULKAGE
LUBRICATION
MOTILITY**

K A B A

At last the physician is offered a natural-source product which is physiologically corrective of chronic bowel sluggishness.

KABA supplies the perfect bulkage, the abundant, non-leakable lubrication of bassorin—a constituent of the tropical kabaya tree.

KABA induces motility by arousing the intestine to action, thanks to its highly potent vitamin B content.

There are no seeds, no bran in KABA to cause irritation. It is not spiked with cathartic drugs.

KABA is palatable, easy to take, corrective.

Confirm the value of KABA by clinical test.

MAIL COUPON TO-DAY

THE BATTLE CREEK FOOD CO.

Dept. MEK-12-35

Battle Creek, Michigan

Send me without obligation, literature and trial tin of Kaba.

Name _____

Address _____

interview between the dean and applicants for admission to the school. During the talk, the dean sizes up the candidate with an eye to his qualities of character, background, and personality. Only the cream of the crop of applicants is accepted.

It is believed that this skimming process will prove a valuable adjunct to the usual educational requirements and recommendation records—customary entrance yardsticks. Already there have been suggestions that the idea be adopted by every medical school in the country.

★ Professional Prisoners

How honest are professional men? The question recently occurred to J. Scott Walker, D.D.S., president of the Kansas State Dental Association. He decided to find out and penned a query to the federal penitentiary at Leavenworth, Kansas. He asked how many dentists, bankers, lawyers, and physicians were on its roster. By including bankers, dentist Scott lowered the average of professional honesty. He was informed that in a total prison population of 2,477, there were 23 bankers, six lawyers, six physicians, and one dentist.

★ Physician Survey Out

Because a \$7,000,000 appropriation wouldn't stretch as far as it was expected to, the professions

OLIODIN in Colds

The action of this Iodinated Oil Compound differs from other nose and throat preparations. Oliodin produces a mild hyperemia with an exudate of serum, thus depleting the tissues. Try Oliodin in connection with forms of treatment you may be using in the nose, such as Tamponage, Sprays, etc.

Samples on request.

THE DELETON COMPANY
Capitol Station, Albany, N. Y.

Dr. _____

Address _____

City _____

have been dropped out of the 1935 Census of Business. It was originally planned to gather financial facts of medical practice (November MEDICAL ECONOMICS.) According to Census Director Austin, financial considerations were not the only reason for abandoning the doctors, lawyers, architects, etc. Attorneys, he indicated, opposed the idea and so contributed to the reversed decision. But there was no noteworthy demur from the medical profession.

Washington authorities claim that this turnabout is unusual, probably unique. Rarely, if ever, has an old line government department permitted publicity on a project which wasn't absolutely certain.

★ Riches to Rags

A vagrant was picked up on a New York subway platform last month. Short, bearded, and slightly bald, he spoke with a distinct Russian accent. When arraigned, he told his story. Touched, policemen and reporters chipped in and offered the pauper a sum of money. With dignity the offering was refused. In spite of his impoverished condition, charity could not be accepted by a man who had identified himself as Dr. Michael Bordiansky, onetime physician to Russian royalty; lecturer at Bellevue, Kings County, and other hospitals; and member of the Bronx County Medical Society.

Buy CASTLE



CAST-IN-BRONZE FULL-AUTOMATIC CHROME

Write For Free Sterilizing Technique

1143 UNIVERSITY AVE. ROCHESTER, N.Y.

HOW TO CORRECT



1. Large doses of LACTO-DEXTRIN (2 or 3 tablespoonfuls) in hot or cold water or fruit juice after meals. This provides a culture medium for the growth of the natural protective organisms in the bowels.
2. Keep the bowels open to prevent the accumulation of waste material in the intestinal tract. This should be accomplished without the use of irritant cathartics.
3. Diet consisting chiefly of fruits and vegetables.

The use of LACTO-DEXTRIN in this manner aids the growth of the normal bacterial flora at the expense of the putrefactive organisms.

LACTO-DEXTRIN is pleasant — economical — effective.

MAIL COUPON TO-DAY

THE BATTLE CREEK FOOD CO.
Dept. MELD-12-35
Battle Creek, Michigan

Send me without obligation, literature and trial tin of Lacto-Dextrin.

Name

Address

And You'll

Like it Yourself

YOU may have prescribed DOLE Hawaiian Pineapple Juice to your patients — many doctors do. And most doctors now believe that all adults, as well as children, should have an ample supply of pure fruit juice daily — at meals, or between them.

DOLE Hawaiian Pineapple Juice is the natural juice of sun-ripened, DOLE-grown pineapples. The exclusive DOLE Fast-Seal Vacuum-Packing Process retains in high degree the food values of ripe pineapple, as well as its fragrant and field-fresh flavor. In addition . . . this fine fruit juice is unusually economical, and a good source of vitamins B and C, and contains A.

But the point is this: Have you tried this juice yourself? It is a juice for breakfast, for noon, for supper. It is a refreshing beverage for odd hours . . . there is no time wasted — no trouble. If you come in late at night from an emergency call, just punch a hole in one of the cans of DOLE Hawaiian Pineapple Juice in your refrigerator and drink a long, cool glass.

You'll be pleased at the refreshing quality of such a drink. And — most important — it has been accepted by the American Medical Association Committee on Foods. Hawaiian Pineapple Company, Ltd., Honolulu, Hawaii. Sales Offices: 215 Market Street, San Francisco, California.

★ HERE IS A TYPICAL ANALYSIS OF DOLE PINEAPPLE JUICE:

Moisture	85.3%
Ash	0.4
Fat (ether extract)	0.3
Protein (N x 6.25)	0.3
Crude fibre	0.02
Titrateable acidity as citric acid	0.9
Reducing sugars as invert sugar	12.4
Carbohydrates other than sugars (by difference) . .	0.38

And always packed without added sugar!

★ If you will drop us a line on your letterhead, we will be glad to send you a free sample of DOLE Hawaiian Pineapple Juice.



DOLE



HAWAIIAN PINEAPPLE JUICE

LITERATURE AND SAMPLES



(L1) PEDICULOSIS: Cuprex, a product of Merck & Co., Inc., is being featured at this time in the treatment of head lice, crab lice, and body lice. The manufacturers state that this product not only kills the lice, but the nits or eggs as well, and usually in one application. It is easy to use and leaves no unpleasant odor or stickiness. A professional sample and literature will be mailed upon request.

(L2) HYPNOTIC AND SEDATIVE: Over seventeen years of clinical experience have proven Dormosed to be a markedly effective general hypnotic and sedative. Made in liquid form, its makers say it causes no unfavorable after-effects and is highly palatable. By using the coupon, physicians can obtain a free, six-ounce bottle, together with an interesting booklet describing the product, its formula, indications, and dosage.

(L3) IN ECZEMA, DERMATITIS, VARICOSE ULCERS, pruritis ani and vulvae, dermatologists recommend Aseptic Ointment. The ointment has a dual action. It relieves itching and burning and at the same time promotes healing of the irritated areas. A liberal free sample will be forwarded upon receipt of the coupon.

(L4) PRODUCTS OF MILK WHEY: Two new milk products are called to

the attention of the profession: Wheytone, a specially prepared, dehydrated, fresh, sweet whey, which offers a safe, natural method for keeping the stomach and digestive system in a healthy condition; and Lacticam, a milk product containing the vitalizing elements of milk in a concentrated, highly palatable form, for use in calcium-poor diets and calcium therapy. Descriptive leaflets and free samples are offered.

(L5) IODINE MEDICATION: It is pointed out that each fluid ounce of Gardner's Syrup of Hydriodic Acid contains 6.66 grains of pure, resublimed iodine which is palatable, acid in reaction, and assures the constitutional effects of iodine without causing gastric disturbances. Some of its indications include common colds, bronchitis, pulmonary affections, glandular enlargements, and rheumatism. Clip the coupon for a free sample and literature.

(L6) OVER - HYPERTENSION PATIENTS are in many cases relieved quickly and safely through the prescription of Hepvisc, the synergistic combination of Viscum album with hepatic and insulin-free pancreatic extracts. In addition, its makers say, it affords marked relief of headache and vertigo. A trial supply is yours for the asking.

(L7) RESISTANCE BUILDER: Here's an offer of a biological report on Maltine

For samples and literature, write key numbers of desired items on coupon on next page. Mail to MEDICAL ECONOMICS before January 15. Requests will be forwarded to the proper manufacturers.

With Cod Liver Oil, a preparation recommended to physicians to help patients build up physical resistance and guard against deficiency of vitamins A, B, D, and G.

(L8) **COUGHS:** The makers of Thiate and Codeine suggest it to physicians as

**TILDEN HAS KEPT
FAITH WITH
PHYSICIANS**

FEBRISOL

(TILDEN)

**ANTIPYRETIC—ANODYNE—
ANTALGIC**

*Phenacetine, Salol, Caffeine and
Acetanilid, combined in a man-
ner exclusive with Tilden.*

Physicians have prescribed Febrisol (Tilden) in COLDS, NEURALGIA, and RHEUMATISM with satisfactory therapeutic effect, which is proved by its continued and larger use ethically.

The public has heard of Tilden specialties only through prescription or dispensing by the medical profession. The labels bear no therapeutic claims intelligible to the laity.

*Literature and clinical trial packages have
been furnished to physicians only.*

THE TILDEN COMPANY

*The Oldest Pharmaceutical House
in America*

New Lebanon, N. Y.

St. Louis, Mo.

M.E. 12-35

a sedative-expectorant for the quick control of tickling sensation in the throat and for reducing the irritation of cough paroxysms. The potassium guaiacol sulphate content produces the typical guaiacol effect without upsetting digestion. The codeine content lessens the cough reflex. A physician's sample is available.

(L9) **THROAT AFFECTIONS:** Thantis Lozenges have been accepted by physicians because they have proven effective in relieving soreness and pain associated with tonsillitis and acute pharyngitis, their manufacturers declare. In the control of infections the lozenges reduce the number and viability of pathogenic organisms. Copies of descriptive literature will be mailed to physicians on request.

(L10) **MARRIAGE HYGIENE:** The makers of Cooper Creme, said to be the original preparation of its kind, have prepared an interesting leaflet describing an ingenious method of applying an individual measured quantity of the product. The use of a new applicator, the Cooperette, is claimed to have a special appeal to fastidious women. Requests for the leaflet will be answered promptly.

(L11) **FOR BOILS, SWELLINGS, SPRAINS,** and for endermic application in fever and congestion, Numotizine is recommended as an antiphlogistic emplastrum. Its medicinal ingredients, guaiacol and creosote, are said to make it an especially efficient poultice. A physician's sample is offered for clinical test.

MEDICAL ECONOMICS

Rutherford, N. J.

Gentlemen:

Please send me the following items:

Key nos.

.....

..... M.D.

Address:

**MAIL THIS COUPON
FOR SAMPLES**

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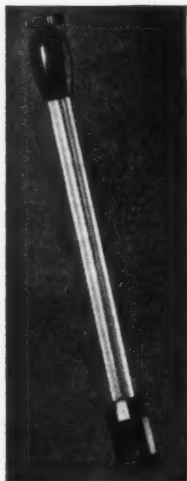
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The ideal resuscitant
Stimulates the respiratory center

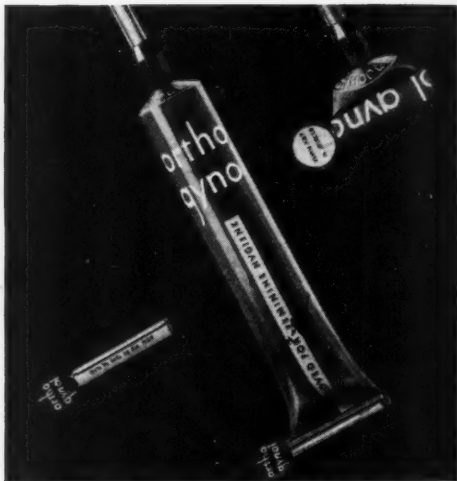
ERNST BISCHOFF COMPANY
Incorporated

135 Hudson Street

New York, N. Y.



Non-breakable transparent applicator—exclusive with Ortho-Gynol.



Exclusive new dosage-control key. Easy to regulate quarter turn for correct application. Slips smoothly on end of tube: Dispenses contents neatly and without waste.

YOUR PATIENTS WILL APPRECIATE THESE TWO NEW APPLICATION FEATURES

● Such refinements (described above) are in keeping with the high character of the product. The neat key clips snugly to the end of the tube. It rolls the tube evenly. Patients will like this useful device, and also the improved applicator.

Having *Implicit Confidence* in the product itself, you will welcome these application improvements.

Today Ortho-Gynol occupies first place in the estimation of leading physicians, due both to its efficacy and to its rigid ethical policy. Its proved protection principle is two-fold—mechanical and chemical. Recommended for Vaginitis, Leukorrhea and Endocervicitis.

Complimentary Package.—Write us,

on your own letterhead, mentioning this publication, if you have not previously received a full-size tube and *non-breakable, transparent applicator*. You can always obtain Ortho-Gynol through your pharmacist or regular supplier.

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

